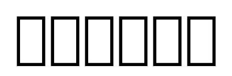
思考，快与慢

[美]丹尼尔·卡尼曼（DANIEL KAHNEMAN）◎著
胡晓姣 李爱民 何梦莹◎译

THINKING, FAST AND SLOW



□□□□□□
□ □□[□]□□□·□□□ □
□ □□ □□□ □□□ □□□ □
□□□□□□□□□□□China CITIC Press□ □□□□□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□4 □□□□□2 □ □□ 100029□□CITIC Publishing Group□
□ □□401 □□
□ □□2012 □7 □□1 □
□ □□ISBN978-7-5086-3355-8/F.2633
□ □□69.00□

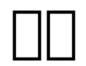


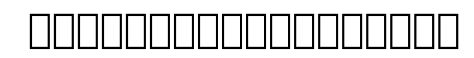
—[illegible]·[illegible]

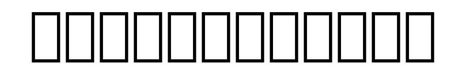
“[illegible]·[illegible]”

—[illegible]·[illegible]

□□







[illegible]14[illegible]

[illegible] —[illegible]

[illegible]3[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]20:1.[illegible]“[illegible]”[illegible]

[illegible]

[illegible] K.

[illegible] K[illegible]

[illegible]K[illegible]L[illegible]N[illegible]R[illegible]V[illegible]“[illegible]”[illegible]

[illegible] 20[illegible]

[illegible]20[illegible]70[illegible]

[illegible] 2010[illegible]300[illegible]

[illegible] .[illegible]“[illegible]”[illegible]

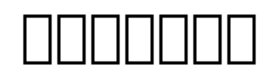
[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]130[illegible]100[illegible]5[illegible]

[illegible]2002[illegible]1996[illegible]59[illegible]

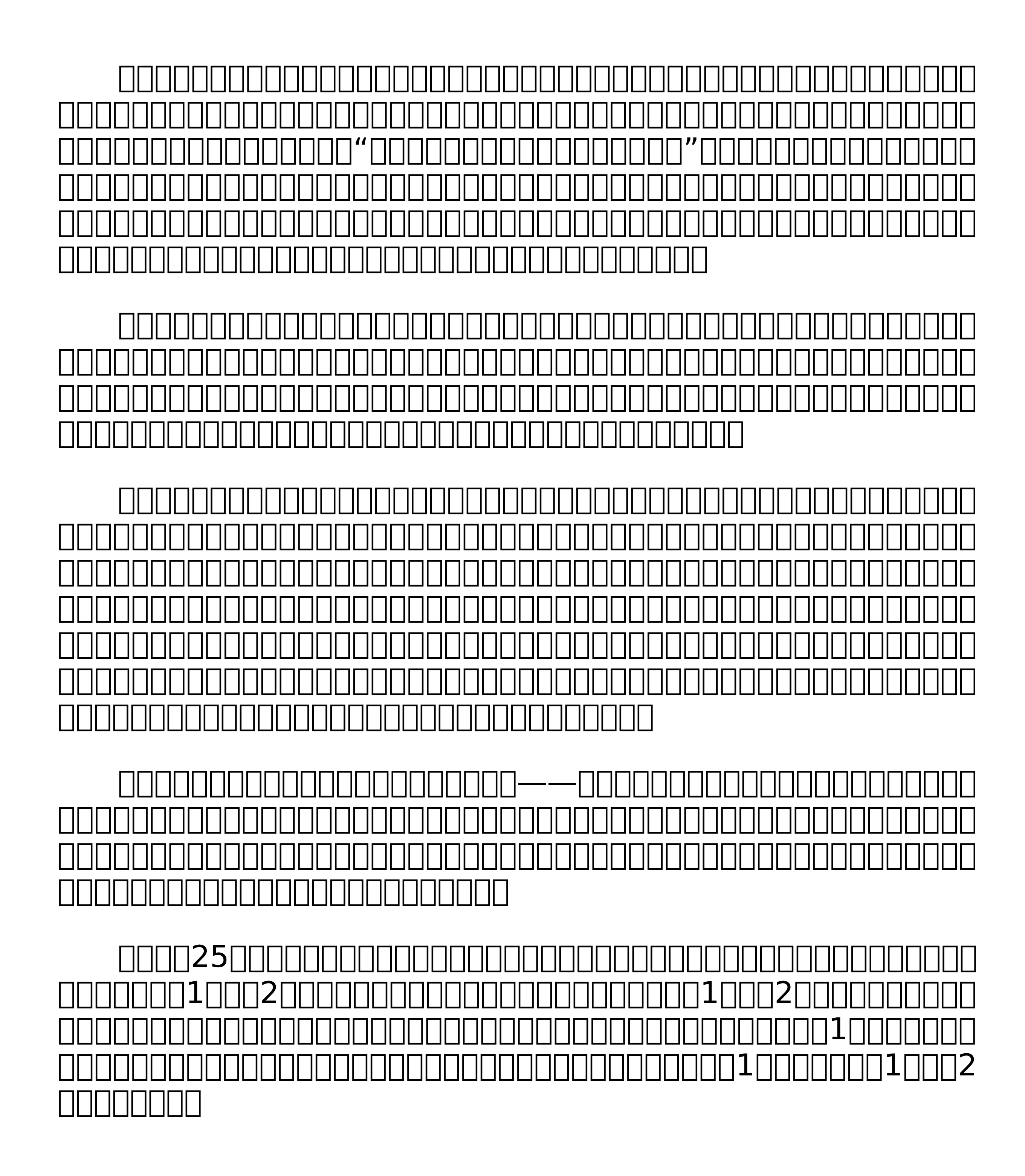


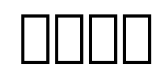
[illegible]

[illegible]

[illegible] Gary Klein [illegible]

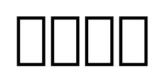
[illegible] Herbert Simon [illegible]





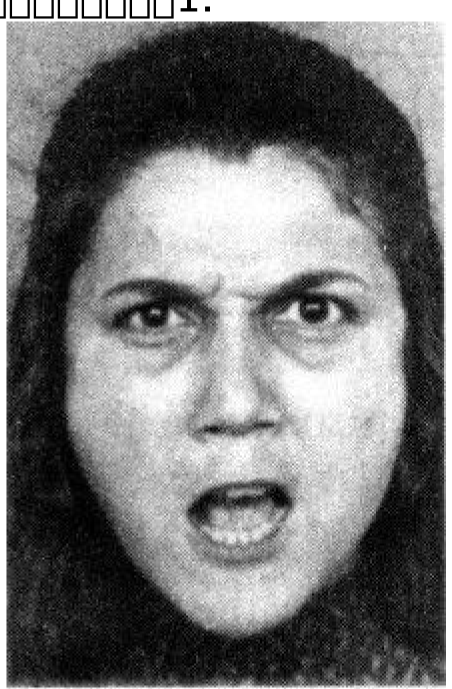
[illegible]1984[illegible]

① [illegible]2008[illegible]5[illegible]—[illegible]



1

1.



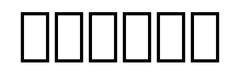
1

17×24

12 609 123

568

[illegible]——[illegible]——[illegible]
408[illegible]——[illegible]



[illegible]·[illegible]（Keith Stanovich）[illegible]·[illegible]（Richard West）[illegible]1[illegible]2.

·[illegible]1[illegible]

·[illegible]2[illegible]2[illegible]1[illegible]2[illegible]

[illegible]2[illegible]2[illegible]1[illegible]1[illegible]2[illegible]1[illegible]2[illegible]2[illegible]1[illegible]

[illegible]1[illegible]

·[illegible]

·[illegible]

·[illegible]“[illegible]……”[illegible]

·[illegible]

·[illegible]

·[illegible]2+2=[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]“[illegible]”[illegible]

[illegible]——[illegible]1[illegible]1[illegible]

[illegible]“2+2”[illegible]4[illegible]1[illegible]2[illegible]1[illegible]2[illegible]

[illegible]2[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]a[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

[illegible]2[illegible]1[illegible]N[illegible]“[illegible]”[illegible]

[illegible]

“[illegible]”[illegible]“17×24”[illegible]

[illegible]

[illegible]The Invisible Gorilla[illegible]·[illegible]Christopher

Chabris[illegible] ·[illegible]Daniel Simons[illegible]
[illegible]
[illegible]
[illegible]“[illegible]”[illegible]9[illegible]
[illegible]——[illegible]
——[illegible]“[illegible]”[illegible]1[illegible]
[illegible]
[illegible]“[illegible]”[illegible]“[illegible]”——[illegible]
[illegible]“[illegible]”[illegible]
[illegible]

[illegible]1[illegible]2[illegible]

[illegible]1[illegible]2[illegible]1[illegible]2[illegible]1[illegible]2[illegible]2[illegible]2[illegible]1[illegible]

[illegible]1[illegible]2[illegible]2[illegible]2[illegible]1[illegible]“17×24”[illegible]1[illegible]2[illegible]1[illegible]“[illegible]”[illegible]1[illegible]2[illegible]

“[illegible]”[illegible]2[illegible]——[illegible]

[illegible]2[illegible]2[illegible]1[illegible]2[illegible]2[illegible]

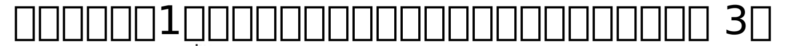
[illegible]1[illegible]2[illegible]1[illegible]1[illegible]

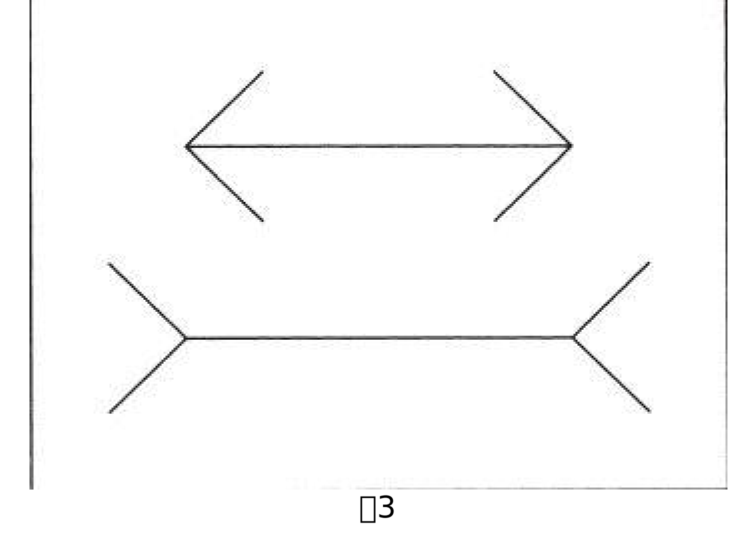
[illegible]1[illegible]—[illegible]

左	高
左	低
右	低
右	高
右	高
左	低
左	低
右	高

□2

[illegible]
[illegible]“[illegible]”[illegible]
[illegible]2[illegible]1[illegible]2[illegible]
[illegible]

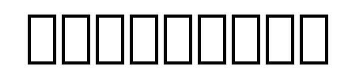




[illegible]”[illegible]“[illegible]”

[illegible]–[illegible]1.[illegible]—[illegible]2[illegible]

[illegible]1[illegible]2[illegible]1[illegible]2[illegible]2[illegible]1[illegible]

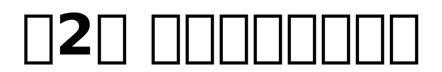


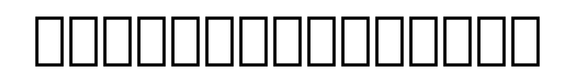
□□—□□1□□□2

“□□□□□□□□□□□□□□□□”

“□□□□□□1□□□□□□□□□□□□□□□□□□□□□□”

“□□□□□1□□□□□□□□□□□□□2□□□□□”





[illegible]2[illegible]5[illegible]4[illegible]1[illegible]

[illegible]1[illegible]5294[illegible]6305[illegible]

[illegible]1[illegible]4[illegible]3[illegible]

[illegible]1[illegible]3[illegible]

[illegible]1[illegible]Scientific American[illegible]·[illegible]Eckhard Hess[illegible]belladona[illegible]—[illegible]

[illegible]—[illegible]“[illegible]”[illegible]·[illegible]Jackson Beatty[illegible]

[illegible]

[illegible]

[illegible]1[illegible]V[illegible]1[illegible]3[illegible]“[illegible]”[illegible]7[illegible]4[illegible]1[illegible]3[illegible]5[illegible]50%[illegible]7[illegible]—[illegible]

[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]—[illegible]2[illegible]

[illegible]1[illegible]3[illegible]

[illegible]“[illegible]”[illegible]1[illegible]1[illegible]1[illegible]K[illegible]

[illegible]10[illegible]K[illegible]1[illegible]K[illegible]K[illegible]V[illegible]

[illegible]4[illegible]9462[illegible]10[illegible]3[illegible]

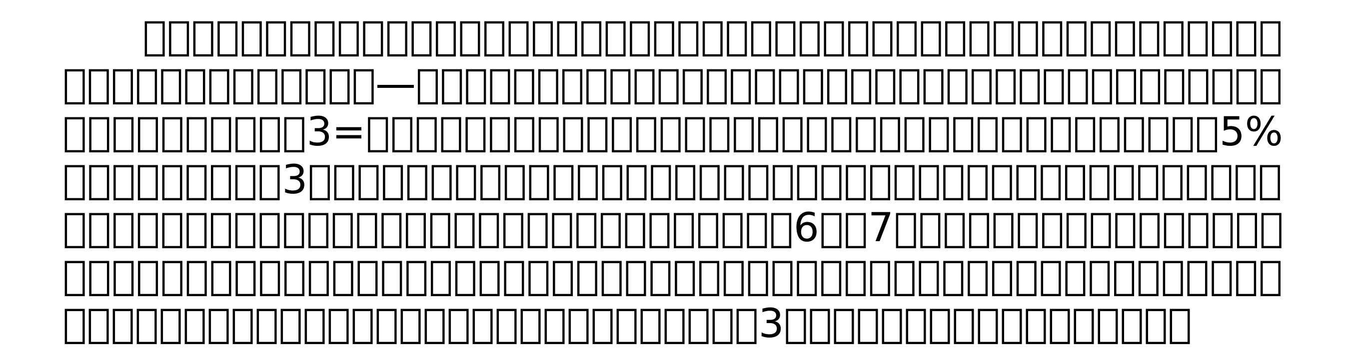
[illegible]2[illegible]2[illegible]“[illegible]”[illegible]

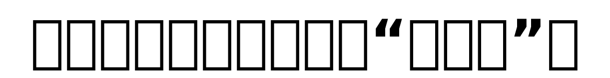
[illegible]“[illegible]”[illegible]K[illegible]

[illegible]1[illegible]

[illegible]“[illegible]”[illegible]Attention and Effort[illegible]2[illegible]

[illegible]“[illegible]”[illegible]





[illegible]

[illegible]3[illegible]3[illegible]6[illegible]

[illegible]—[illegible]

“[illegible]”

“[illegible]”

“[illegible]”

“[illegible]1[illegible]”

[illegible]3[illegible] [illegible]

[illegible]4[illegible]17[illegible]1[illegible]

[illegible]2[illegible]

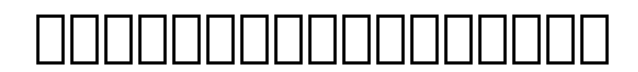
[illegible]2[illegible]“23×78”[illegible]

[illegible]14[illegible]1[illegible]

[illegible]—[illegible]

[illegible]·[illegible]Mihaly Csikszentmihalyi[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]150[illegible]



· [illegible]

· [illegible]

· [illegible]

· [illegible]

[illegible]

· [illegible]

· [illegible]

· [illegible]

· [illegible]

· [illegible]

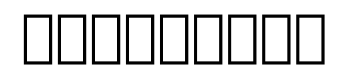
[illegible] 2 [illegible] 6 [illegible]

[illegible]

[illegible]

[illegible]

[illegible]8[illegible]6[illegible]35%[illegible]65%[illegible]



[illegible]—[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]1[illegible]

[illegible]

[illegible]

[illegible]2[illegible]“[illegible]”[illegible]

[illegible]1[illegible]2[illegible]1[illegible]2[illegible]

[illegible]/[illegible]“[illegible]”[illegible]2[illegible]“[illegible]”[illegible]

[illegible]·[illegible]

[illegible]1000[illegible]1[illegible]10000[illegible]

[illegible]

[illegible]·[illegible]Walter Mischel[illegible]4[illegible]15[illegible]“[illegible]15[illegible]”

15[illegible]10[illegible]15[illegible]—[illegible]4[illegible]

[illegible]5[illegible]40[illegible]4~6[illegible]

[illegible]·[illegible]5[illegible]2[illegible]1[illegible]1[illegible]

63%[illegible]3 400[illegible]3 800[illegible]3[illegible]37%[illegible]—[illegible]“[illegible]”[illegible]1[illegible]2[illegible]2[illegible]1[illegible]

[illegible]·[illegible]·[illegible]1[illegible]2[illegible]1[illegible]2[illegible]Rationality and Reflective Mind[illegible]2[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

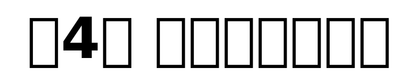
[illegible]—[illegible]

“[illegible]‘[illegible]’[illegible]”

“[illegible]”

“[illegible]2[illegible]”

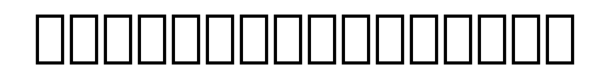
“[illegible]2[illegible]”



[illegible] 1 [illegible]

[illegible] 17 [illegible] 18 [illegible] 1748 [illegible] An Enquiry Concerning Human Understanding [illegible] · [illegible] David Hume [illegible]

[illegible] → [illegible] → [illegible] → [illegible]

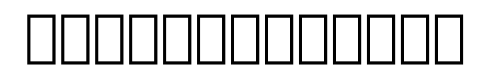


[illegible]“[illegible]”[illegible]

[illegible]30[illegible]5[illegible]1/3[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]Gary Larson[illegible]The Far Side[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]



[illegible]2000[illegible]—[illegible]“[illegible]”[illegible]—[illegible]

[illegible]5[illegible]5[illegible]4[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]118[illegible]80[illegible]

[illegible]·[illegible]Kathleen Vohs[illegible]“[illegible]”①[illegible]

[illegible]“[illegible]”[illegible]W_ _H[illegible]S_ _P[illegible]WASH[illegible]SOAP[illegible]“[illegible]”[illegible]“[illegible]”[illegible]WISH[illegible]SOUP[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]2[illegible]100[illegible]

[illegible]2[illegible]1[illegible]

[illegible]“[illegible]”[illegible]10[illegible]“[illegible]”[illegible]4[illegible]

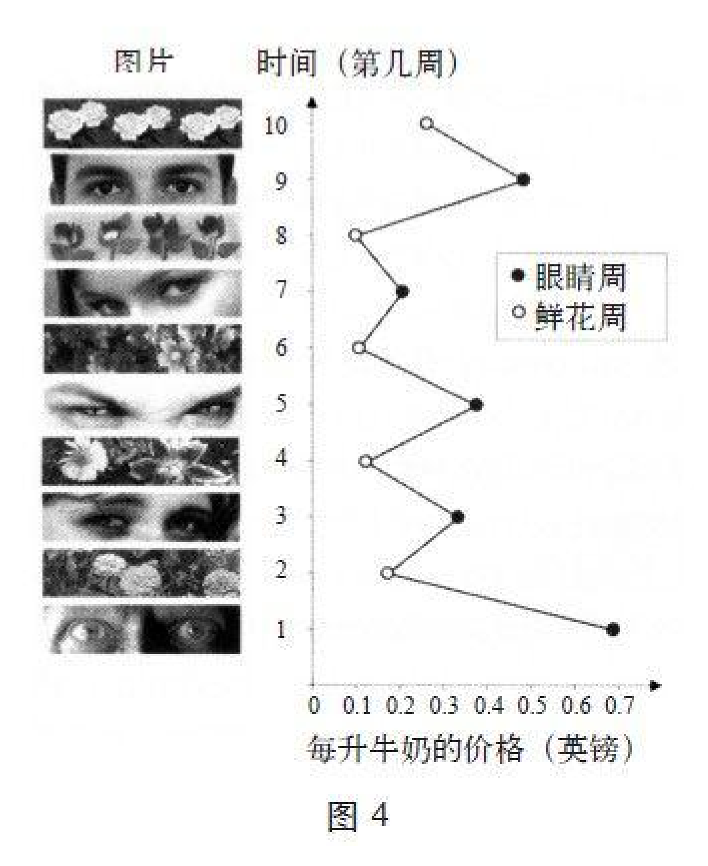
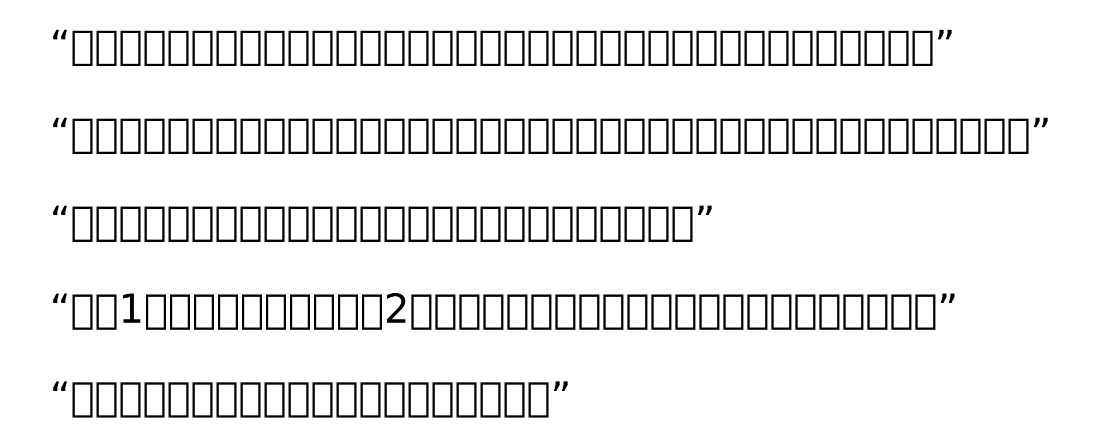


图 4

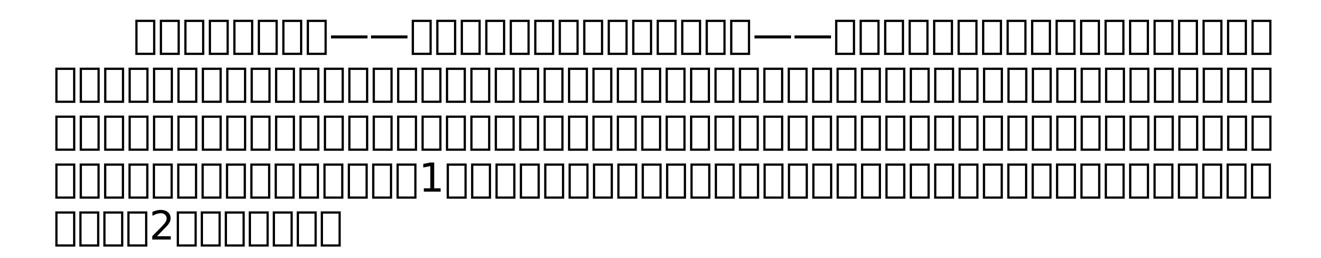
[illegible]“[illegible]”[illegible]70[illegible]15[illegible]“[illegible]”[illegible]“[illegible]”[illegible]3[illegible]

[illegible]·[illegible]Timothy Wilson[illegible]Strangers to Ourselves[illegible]1[illegible]1[illegible]1[illegible]

[illegible]—[illegible]



① [illegible]·[illegible]1984[illegible]1984[illegible] Big Brother Is Watching You[illegible]1984[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]——[illegible]



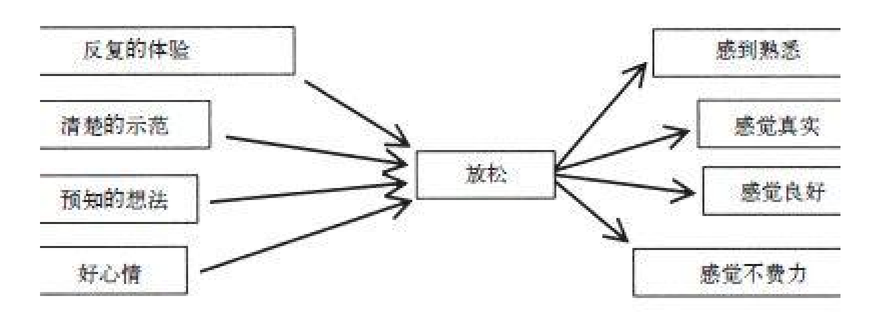
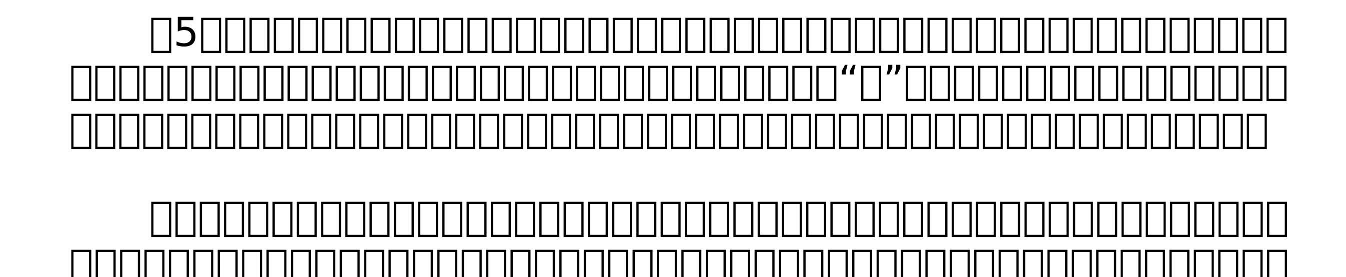
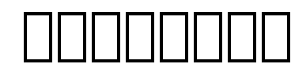


图 5 认知放松的原因和结果



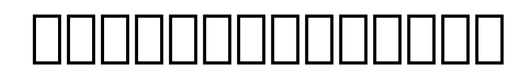


[illegible]

[illegible]·[illegible]David Stenbill[illegible]·[illegible]Monica Bigoutski[illegible]·[illegible]Shana Tirana[illegible]“[illegible]”[illegible]·[illegible]Larry Jacoby[illegible]“[illegible]”[illegible]·[illegible]·[illegible]·[illegible]——[illegible]

[illegible]“[illegible]‘[illegible]’[illegible]‘[illegible]’[illegible]”[illegible]·[illegible]——[illegible]

[illegible]5[illegible]5[illegible]



[illegible]1889[illegible]

[illegible]·[illegible]Danny Oppenheimer[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

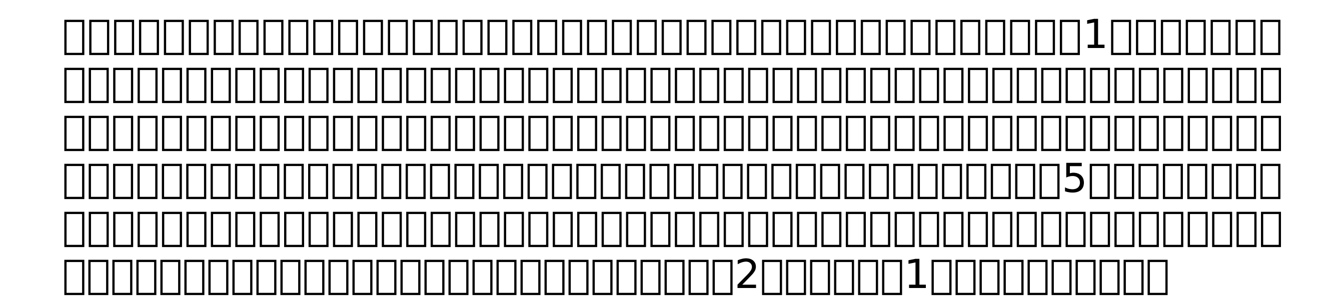
[illegible]

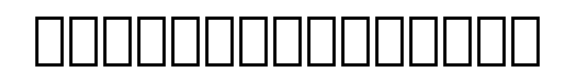
[illegible]

[illegible]

[illegible]Artan[illegible]Taahhut[illegible]2[illegible]

[illegible]



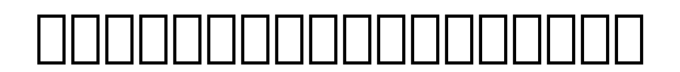


KAR LUNMOO PXG ROD Emmi Swissfirst Comet GeBerit Ypsomed

5 · Robert Zajonc mere exposure effect [②] kadirga saricik biwonjni nansoma iktitaf 2 5 10 25 “ ”

“ ” “ ”

1 2



1960[illegible]·[illegible]Sarnof Mednick[illegible]Remote Association Test[illegible]RAT[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]20%[illegible]15[illegible]“[illegible]”[illegible]

[illegible]50%[illegible]50%[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]1[illegible]

[illegible]1[illegible]2[illegible]

[illegible]

[illegible] [illegible] [illegible]

[illegible] [illegible] [illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]1[illegible]

[illegible]1[illegible]

[illegible]——[illegible]

“[illegible]”

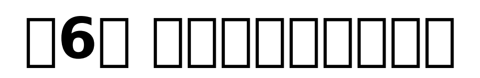
“[illegible]”

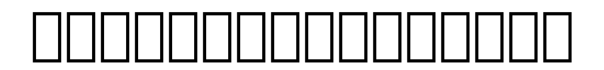
“[illegible]”

“[illegible]2[illegible]”

①[illegible]5[illegible]47[illegible]

②[illegible]——[illegible]





[illegible]·[illegible]Dale Miller[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

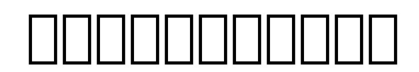
“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]W.[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]0.2[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]25

[illegible]

[illegible]“[illegible]”[illegible]1[illegible]



[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]6[illegible]1[illegible]

1944[illegible]·[illegible]Fritz Heider[illegible]–[illegible]·[illegible]Mary-Ann Simmel[illegible]“[illegible]”[illegible]1[illegible]40[illegible]

[illegible]“[illegible]”[illegible]2005[illegible]·[illegible]Paul Bloom[illegible]The Atlantic[illegible]“[illegible]”[illegible]1[illegible]

[illegible]1[illegible]2[illegible]

[illegible]1[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]——[illegible]

“[illegible]”

“[illegible]”

“[illegible]”

[illegible]7[illegible] [illegible]“B”[illegible]“13”

[illegible]·[illegible]Danny Kaye[illegible]“[illegible]”[illegible]·[illegible]1[illegible]2[illegible]



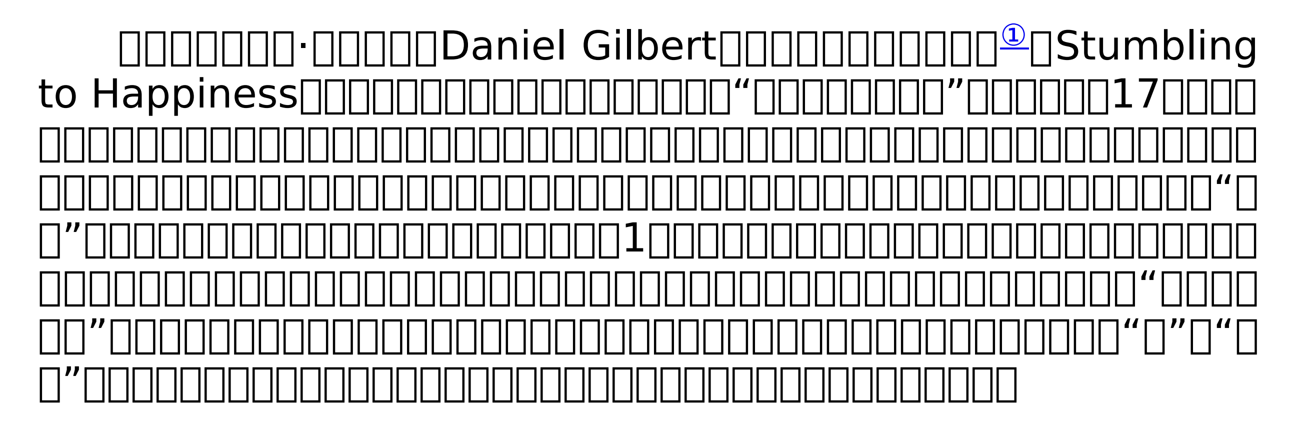
图 6　忽略不明确因素，抑制怀疑心理

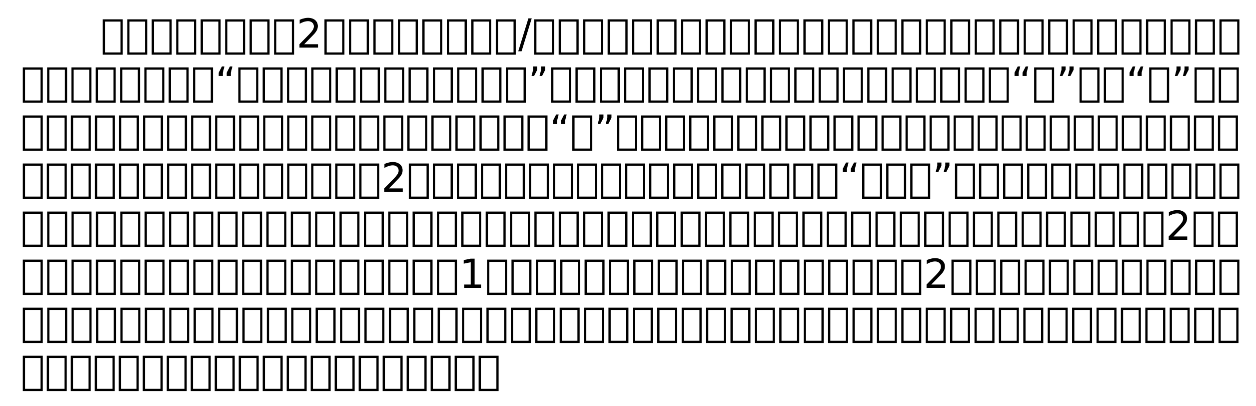
[illegible]6[illegible]“ABC”[illegible]“12 13 14”[illegible]“A13 C”[illegible]“12 B 14”[illegible]“[illegible]”[illegible]

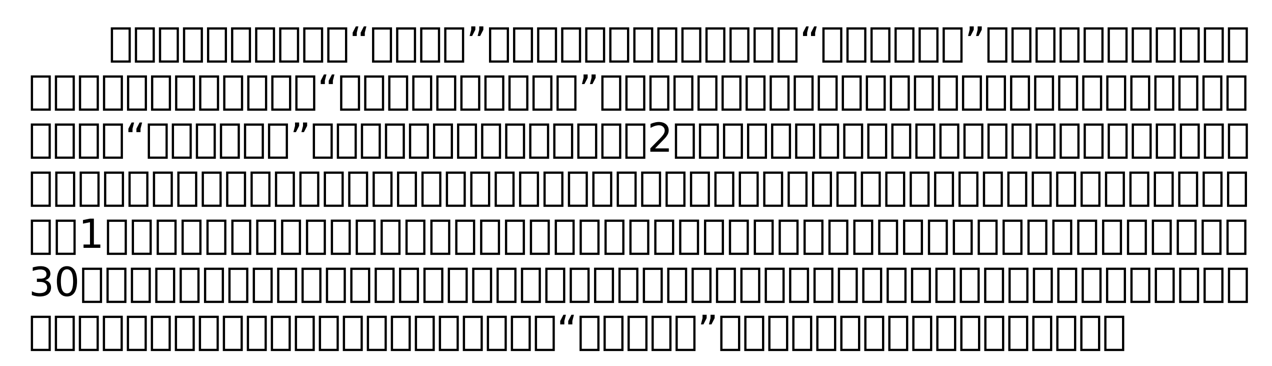
[illegible]Ann[illegible]“[illegible]”[illegible]“bank”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]1[illegible]1[illegible]“bank”[illegible]1[illegible]“ABC”[illegible]“A13 C”[illegible]

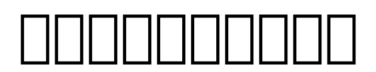
[illegible] 1 [illegible] 1 [illegible] 2 [illegible]

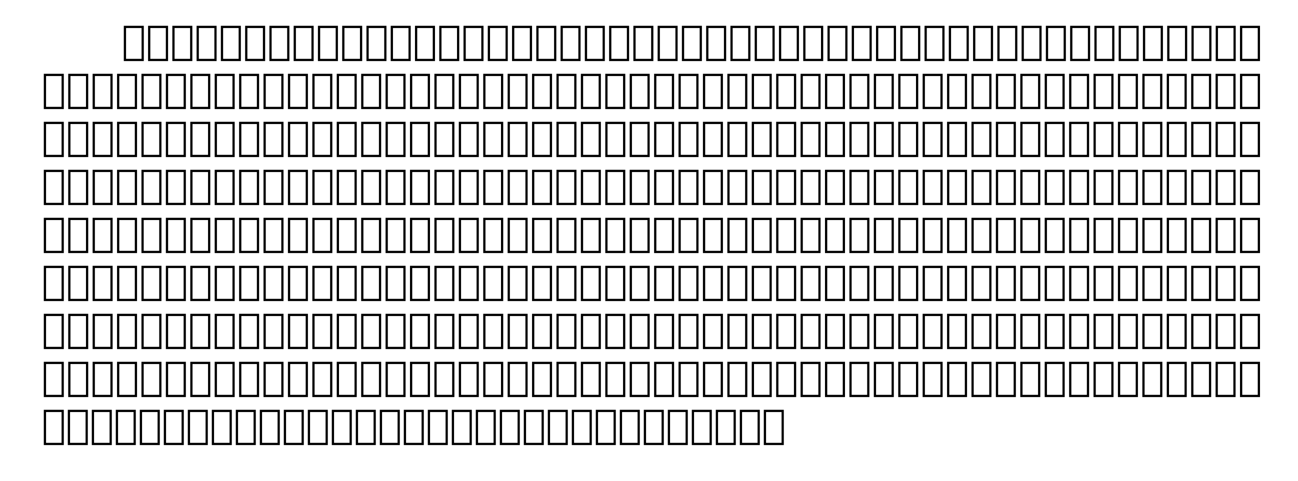


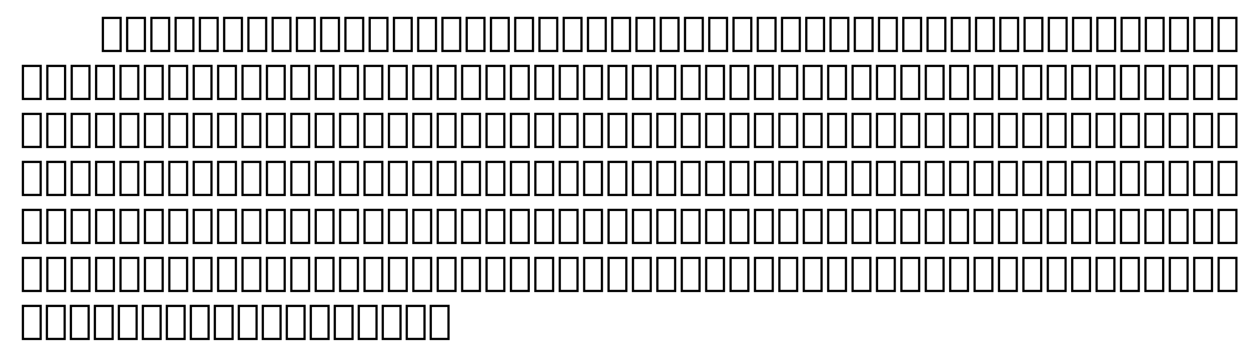


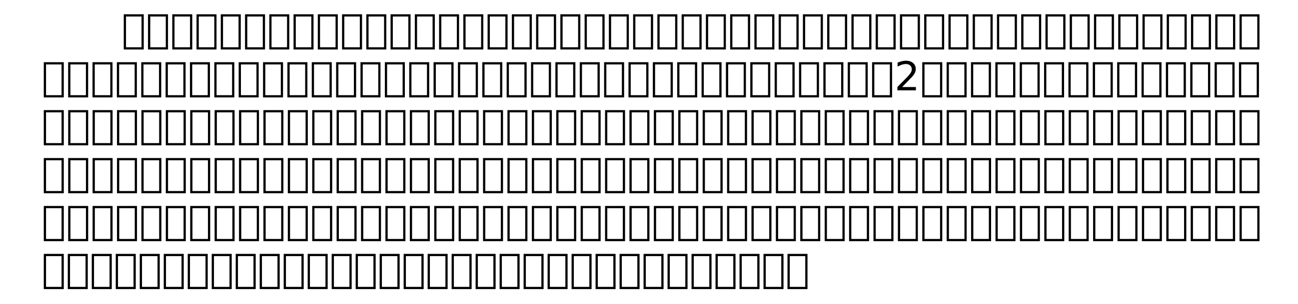


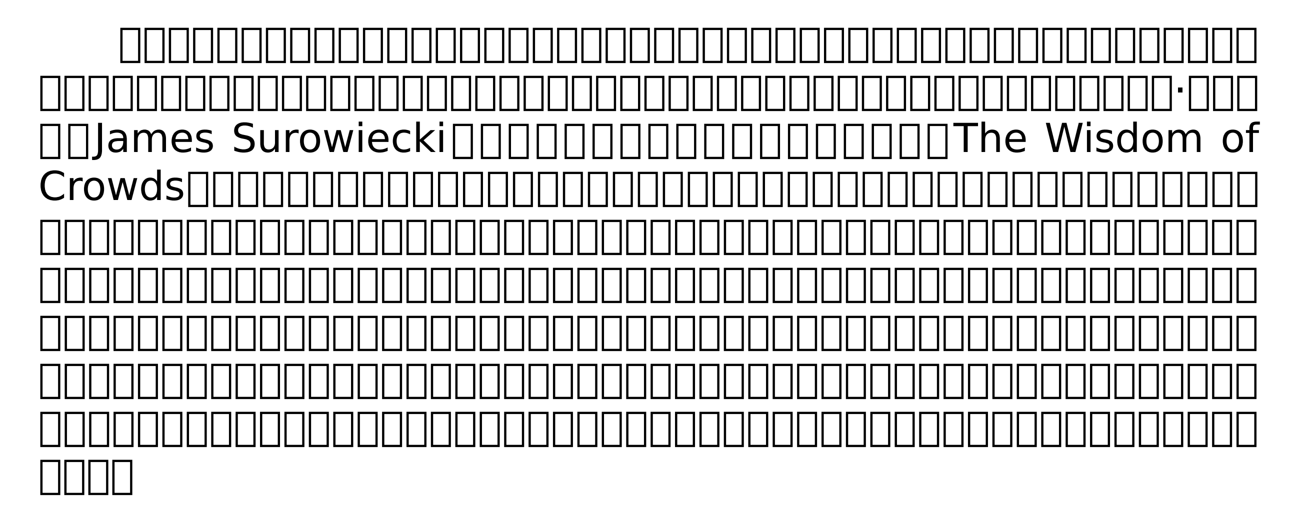






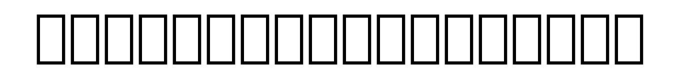






[illegible]

[illegible]



[illegible]

43[illegible]·[illegible]David Thornton[illegible]9[illegible]3[illegible]“[illegible]”168[illegible]10[illegible]“[illegible]”[illegible]10[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

·[illegible]

·[illegible]“[illegible]90%”[illegible]“[illegible]10%”[illegible]“90%[illegible]”[illegible]“10%[illegible]”[illegible]

·[illegible]

[illegible]—[illegible]

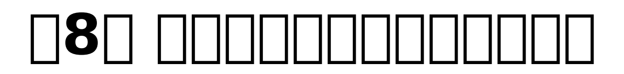
“[illegible]”

“[illegible]”

“[illegible]”

“[illegible]”

①[illegible]2[illegible]2011[illegible]12[illegible]——[illegible]



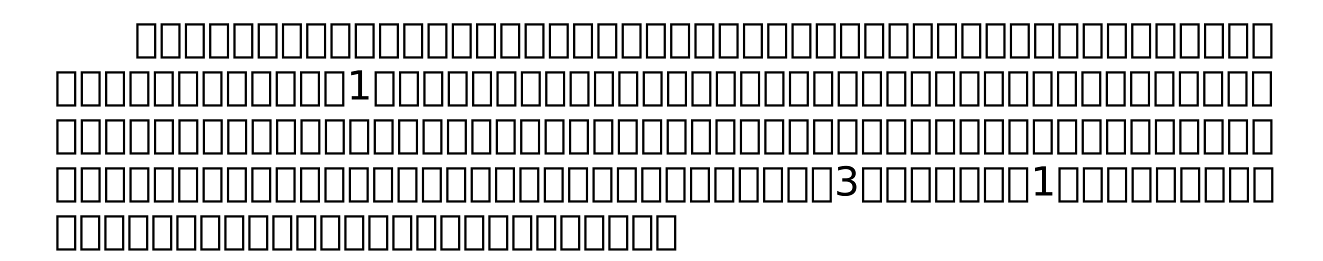
[illegible]70%[illegible]

[illegible]1[illegible]

[illegible]“[illegible]”[illegible]·[illegible]Alex Todorov[illegible]

[illegible]0.1[illegible]70%[illegible]

[illegible]“[illegible]”[illegible]2[illegible]



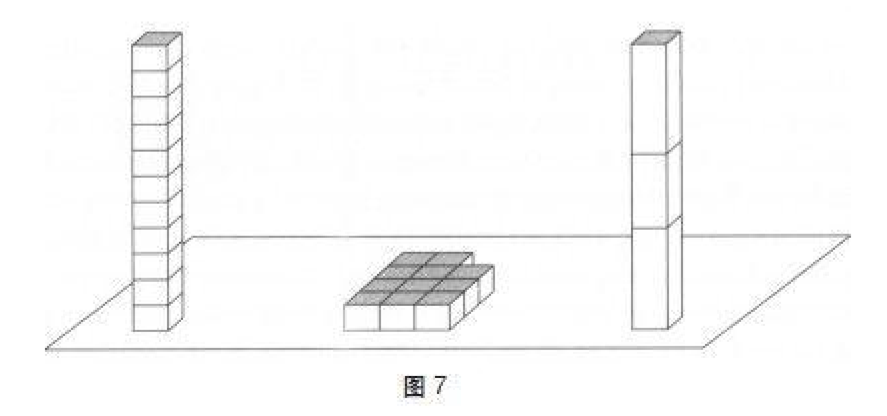


图 7

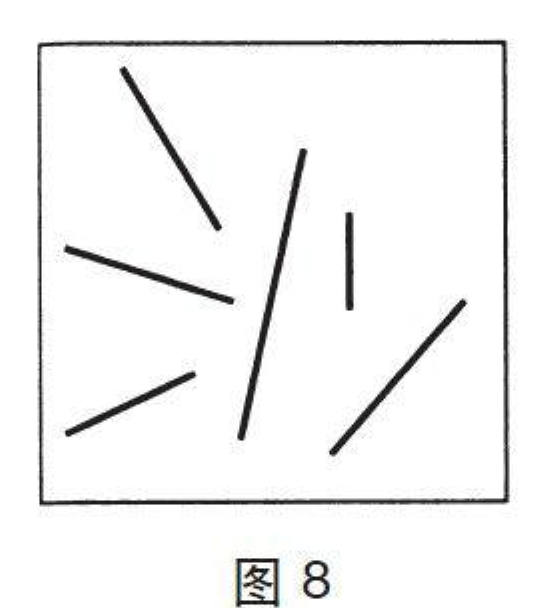
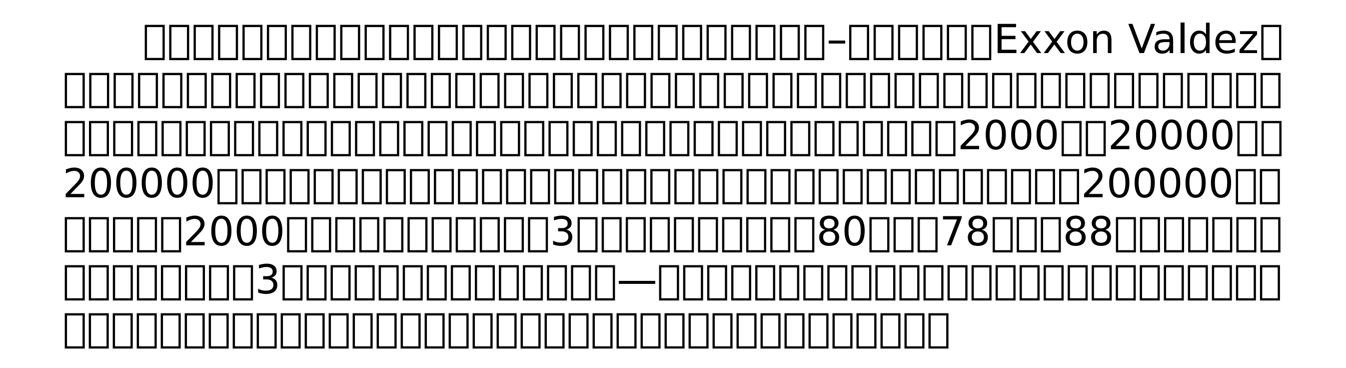
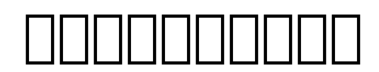


图 8





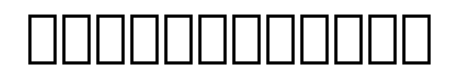
VOTE–NOTE

VOTE–GOAT

①1[illegible]=0.304 8[illegible]——[illegible]

[illegible]9[illegible] [illegible]

[illegible]
17×24=[illegible]



[illegible]1[illegible]“[illegible]”[illegible]

“[illegible]”[illegible]

“[illegible]”[illegible]

“[illegible]”[illegible]eureka[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]1[illegible]“[illegible]”[illegible]

[illegible]·[illegible]George Pólya[illegible]How to Solve It[illegible]“[illegible]—[illegible]”[illegible]2[illegible]

[illegible]“[illegible]”[illegible]6[illegible]

[illegible]

[illegible]

[illegible]

[illegible]6[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

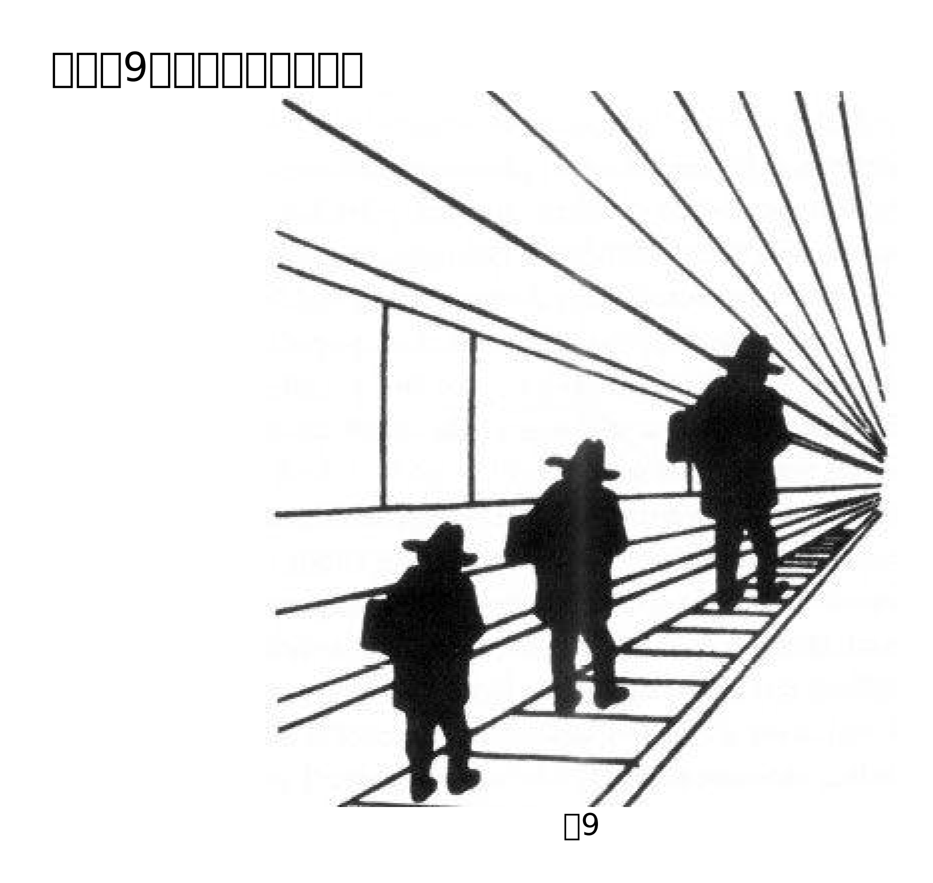
[illegible]

[illegible]

[illegible]2[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]1[illegible]“[illegible]“[illegible]”[illegible]“[illegible]

[illegible]2[illegible]2[illegible]2[illegible]



[illegible]—[illegible]—[illegible]—[illegible]—[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

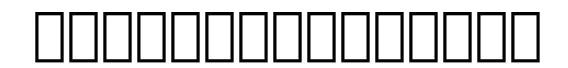
[illegible]

[illegible]9[illegible]“[illegible]”[illegible]

[illegible]—[illegible]—[illegible]

[illegible] 1 [illegible]

[illegible]



“[illegible]
[illegible]”

[illegible]1[illegible]1[illegible]“[illegible]”[illegible]1[illegible]

[illegible]1[illegible]

·[illegible]2[illegible]

·[illegible]

·[illegible]2[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]*

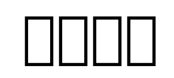
·□□□□□□□□□□□*

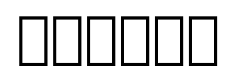
·□□□□□□□□□□□□□□□□□*

·□□□□□□□□□□□□□□□□□□□*

·□□□□□□□□□□□□□□□□

* *□*□□□□□□□□□□□□□□□□□





[illegible]10[illegible] [illegible]

[illegible]3141[illegible]

[illegible]2[illegible]1[illegible]2[illegible]·[illegible]Howard Wainer[illegible]·[illegible]Harris Zwerling[illegible]“[illegible]—[illegible]”[illegible]

[illegible]·[illegible]·[illegible]“[illegible]—[illegible]”[illegible]

[illegible]1[illegible]—[illegible]1[illegible]“[illegible]”[illegible]

[illegible]4[illegible]“2[illegible]2[illegible]”[illegible]“4[illegible]”[illegible]“4[illegible]”[illegible]6[illegible]

[illegible]4[illegible]7[illegible]—[illegible]8[illegible]12.5%[illegible]1.56%[illegible]4[illegible]7[illegible]

[illegible]KC[illegible]Kidney Cancer[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

·[illegible]“[illegible]”[illegible]

·[illegible]4[illegible]7[illegible]

·[illegible]

[illegible]1[illegible]

[illegible]2[illegible]

[illegible]

[illegible]

[illegible]50%

[illegible]“[illegible]”[illegible]20[illegible]70[illegible]

[illegible]6[illegible]

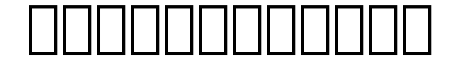
[illegible]50%[illegible]

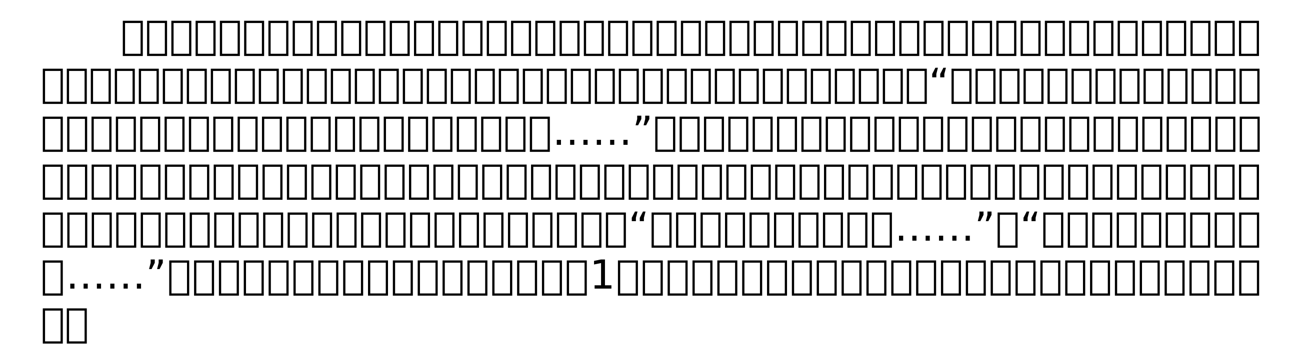
[illegible]—[illegible]

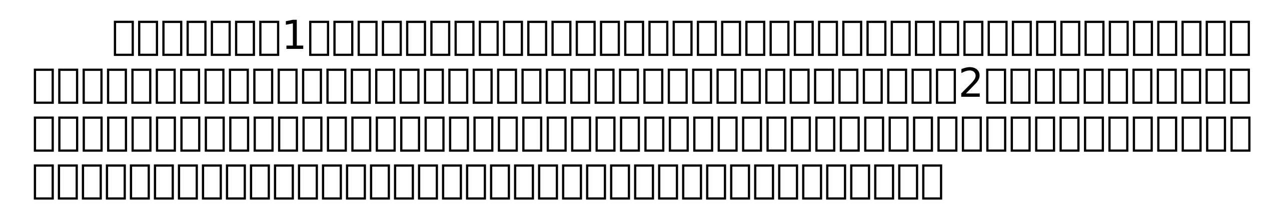
[illegible]“[illegible]”[illegible]

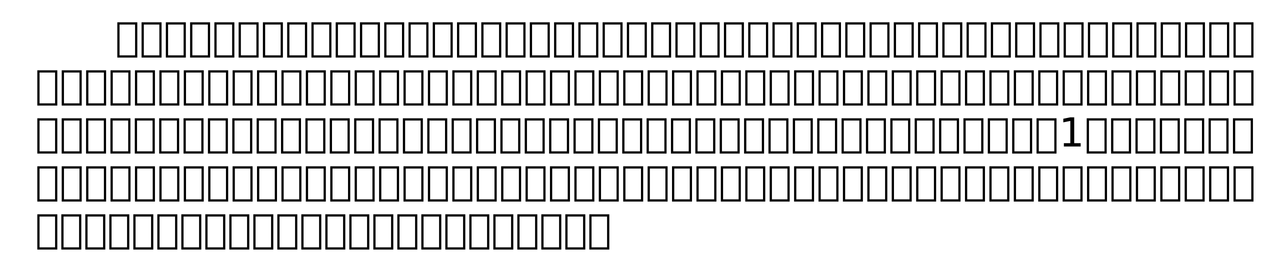
[illegible]

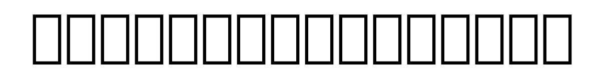
[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

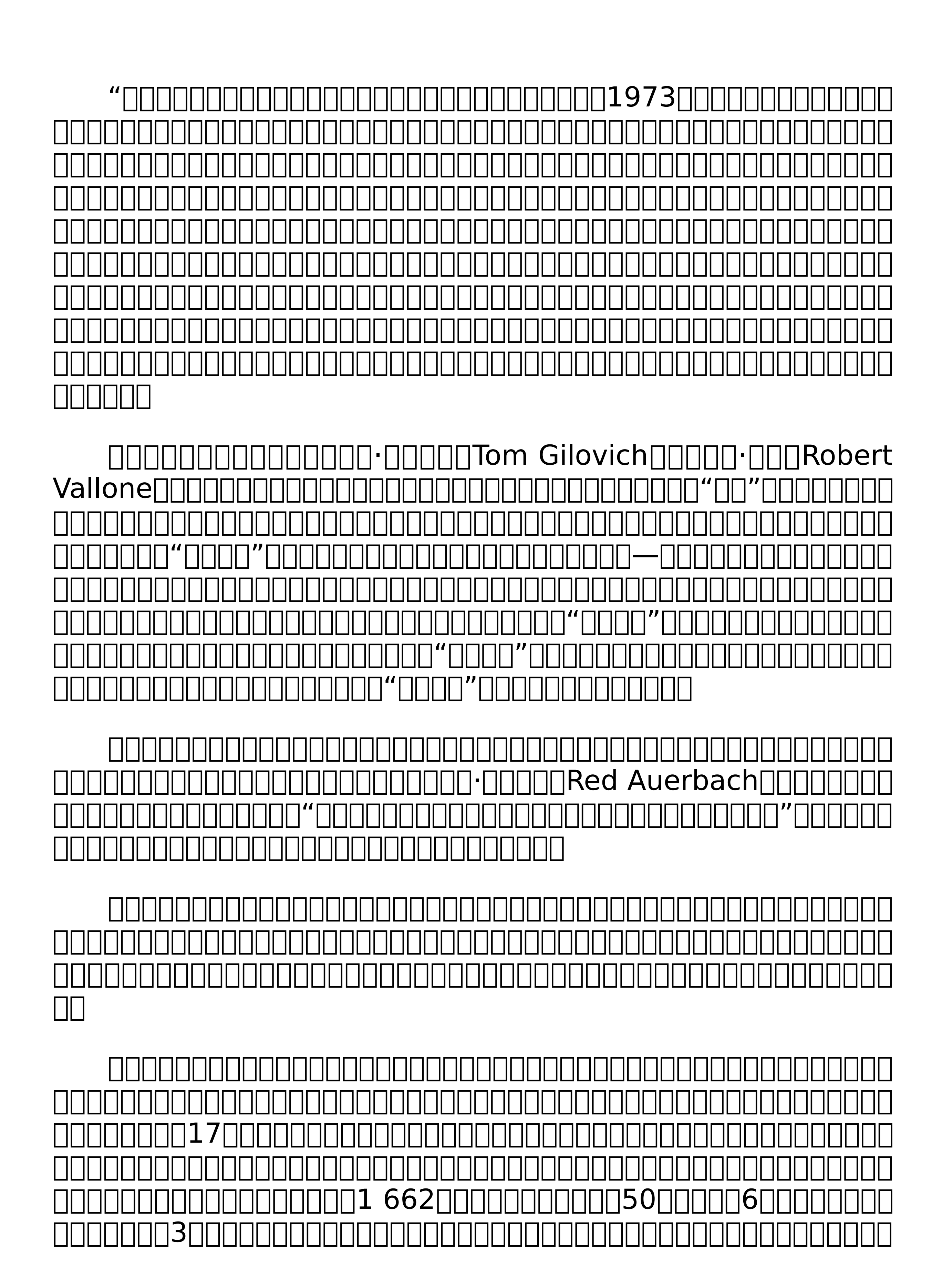












[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

·[illegible]—[illegible]

·[illegible]

[illegible]—[illegible]

“[illegible]3[illegible]”

“[illegible]”

“[illegible]”

“[illegible]”

[illegible]11[illegible] [illegible]

[illegible]100[illegible]10[illegible]65[illegible]10[illegible]65[illegible]

[illegible]

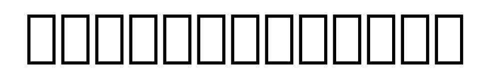
[illegible]

[illegible]10[illegible]65[illegible]25%[illegible]45%[illegible]

[illegible]114[illegible]35[illegible]

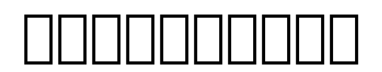
[illegible]

[illegible]2[illegible]1[illegible]



[illegible] 2 [illegible]

[illegible] 2 [illegible]



[illegible]

[illegible]144[illegible]

[illegible]

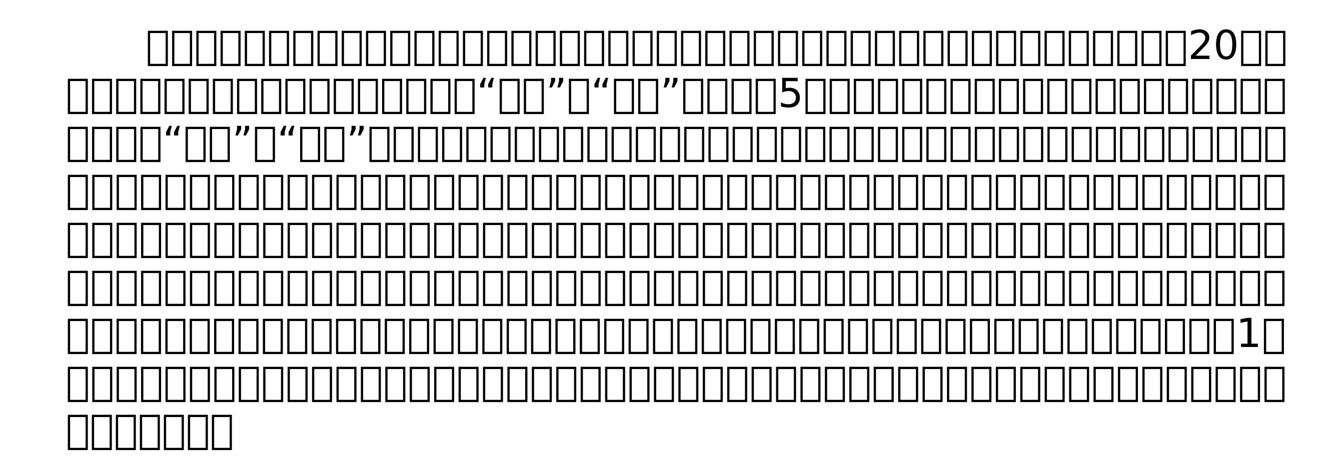
[illegible]144[illegible]“[illegible]”[illegible]

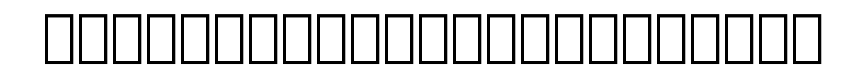
[illegible]

[illegible]144[illegible]1[illegible]

[illegible]1[illegible]

[illegible]·[illegible]Tomas Mussweiler[illegible]·[illegible]Fritz Strack[illegible]“[illegible]20[illegible]20[illegible]”[illegible]“[illegible]5[illegible]”[illegible]





[illegible]64[illegible]5[illegible]20[illegible]400[illegible]143[illegible]

[illegible]123[illegible]30%[illegible]100[illegible]30[illegible]

[illegible]50%[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]1200[illegible]44%[illegible]

[illegible]15[illegible]3[illegible]9[illegible]9[illegible]8[illegible]3[illegible]5[illegible]50%[illegible]

[illegible]

[illegible]

[illegible]10%[illegible]“[illegible]12[illegible]”[illegible]“[illegible]”[illegible]7[illegible]2[illegible]12[illegible]

[illegible]

[illegible]·[illegible]Adam Galinsky[illegible]2[illegible]“[illegible]”[illegible]

[illegible]

[illegible]100[illegible]

[illegible]1[illegible]2[illegible]2[illegible]2[illegible]1[illegible]

2[illegible]144[illegible]

[illegible]

[illegible]2[illegible]

[illegible]—[illegible]

“[illegible]”

“[illegible]”

“[illegible]”

“[illegible]”

“[illegible]”

[illegible]12[illegible]

1971~1972[illegible]—[illegible]—[illegible]

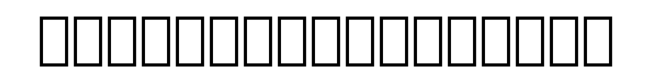
[illegible]“[illegible]”[illegible]“[illegible]60[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

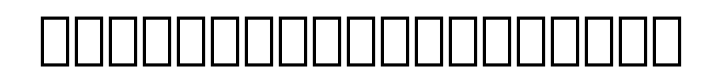
XUZONLCJM

TAPCERHOB

[illegible]10[illegible]



100%



[illegible]

[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

[illegible]

[illegible]

[illegible]6~12[illegible]—[illegible]“[illegible]”[illegible]

[illegible]6[illegible]12[illegible]

[illegible]12[illegible]

[illegible]1[illegible]

[illegible]1[illegible]—[illegible]2[illegible]1[illegible]3[illegible]12[illegible]

[illegible]3[illegible]8[illegible]8[illegible]—[illegible]

[illegible]1[illegible]2[illegible]1[illegible]“[illegible]”[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

[illegible]“[illegible]”[illegible]

[illegible]—[illegible]

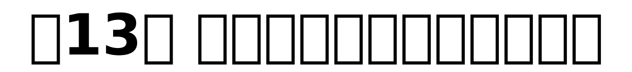
“[illegible]”

“[illegible]

[illegible]“

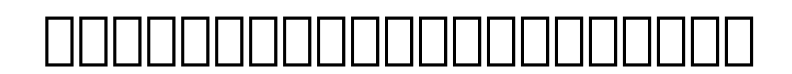
“[illegible]”

“[illegible]”



[illegible]·[illegible]Howard Kunreuther[illegible]

[illegible]



[illegible]·[illegible]·[illegible]Sarah Lichtenstein[illegible]·[illegible]Baruch Fischhoff[illegible]

[illegible]

·[illegible]2[illegible]80%[illegible]

·[illegible]20[illegible]

·[illegible]52[illegible]

·[illegible]18[illegible]

·[illegible]300[illegible]1:4.

[illegible]

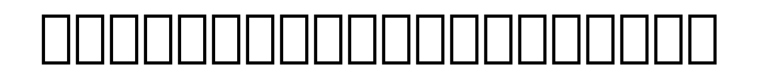
[illegible]

[illegible]

[illegible]·[illegible]Antonio Damasio[illegible]“[illegible]”[illegible]

[illegible]

[illegible]·[illegible]Jonathan Haidt[illegible]“[illegible]”[illegible]



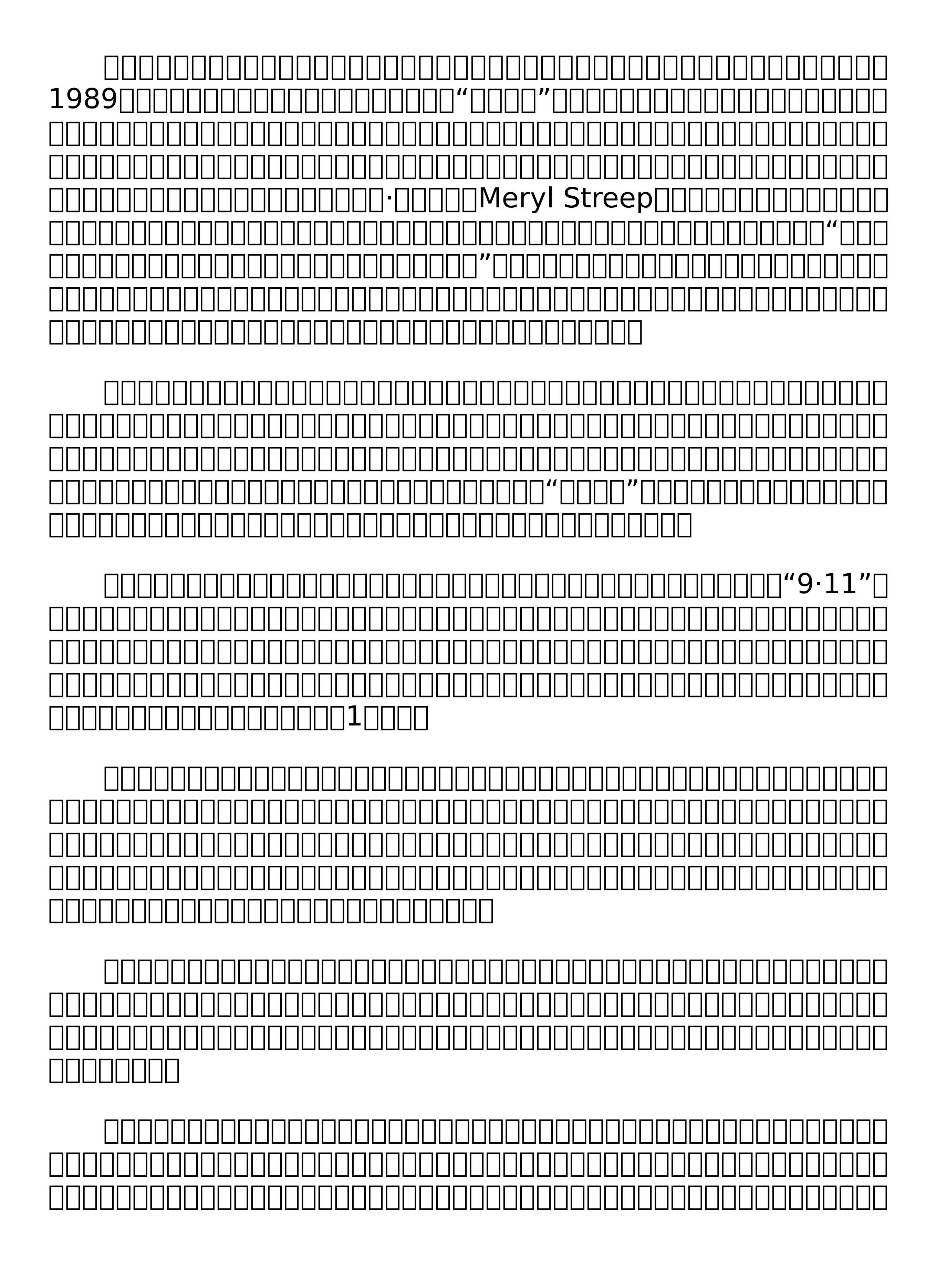
[illegible]

[illegible]

[illegible]—[illegible]·[illegible]Timur Kuran[illegible]“[illegible]”[illegible]availability cascade[illegible][1][illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”—[illegible]—[illegible]“[illegible]”[illegible]

[illegible]Alar scare[illegible]1979[illegible]·[illegible]Lois Gibbs[illegible]“[illegible]”[illegible]20[illegible]80[illegible]“[illegible]”[illegible]



[illegible]

[illegible]—[illegible]

“[illegible]”

“[illegible]”

①[illegible]—[illegible]—[illegible] —[illegible]

[illegible]14[illegible] [illegible]

[illegible]

[illegible]9[illegible]1[illegible]9[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible] 1 [illegible] 9 [illegible]

[illegible]

[illegible] 20 [illegible] 70 [illegible]

1. [illegible]

2. [illegible]

3. [illegible]

4. [illegible]

5. [illegible]

6. [illegible]

7. [illegible]

8. [illegible]

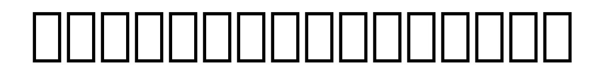
9. [illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible] 40 [illegible]

[illegible]9[illegible]2[illegible]1[illegible]

[illegible]—[illegible]—[illegible]

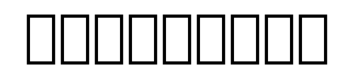
[illegible]“[illegible]”[illegible]



[illegible]“[illegible]”[illegible]

[illegible]—[illegible]“[illegible]·[illegible]Elvis Presley[illegible]”[illegible]1[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]·[illegible]Michael Lewis[illegible]Moneyball[illegible]“[illegible]”[illegible]·[illegible]Billy Beane[illegible]“[illegible]”[illegible]“[illegible]”[illegible]



[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

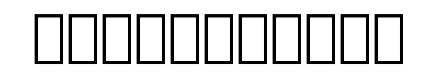
[illegible]2[illegible]2[illegible]

[illegible]1[illegible]2[illegible]1[illegible]2[illegible]2[illegible]——[illegible]2“[illegible]”[illegible]

[illegible]1[illegible]“[illegible]”[illegible]

[illegible]1[illegible]—[illegible]

[illegible]



“[illegible]”

“[illegible]“

“[illegible]”

[illegible]15[illegible] [illegible]

[illegible]·[illegible]

[illegible]31[illegible]

20[illegible]80[illegible]

[illegible]8[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

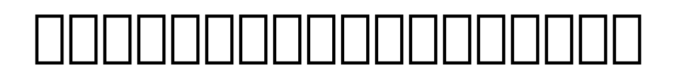
[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]30[illegible]“[illegible]”[illegible]



[illegible]

[illegible]

[illegible] between-subjects [illegible] 7 [illegible]

[illegible] within-subject [illegible]

[illegible] 10 [illegible]

[illegible] 2 [illegible] 89% [illegible] 85% [illegible]

[illegible]—[illegible]“[illegible]”—[illegible]

[illegible]

[illegible]

[illegible]

[illegible]85%~90%[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]conjunction fallaly[illegible]

[illegible]·[illegible]·[illegible]·[illegible]Stephen Jay Gould[illegible]“[illegible]”[illegible]‘“[illegible]1[illegible]

[illegible]64%[illegible]“[illegible]”[illegible]“[illegible]”[illegible]8[illegible]15%[illegible]2[illegible]36%[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]1000[illegible]

[illegible]1000[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

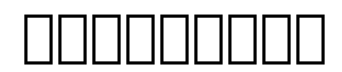
[illegible]

[illegible]

[illegible]

[illegible]

[illegible]



[illegible]Christopher Hsee[illegible]30~60[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

	A套：40件	B套：24件
餐盘	8，全部完好	8，全部完好
汤/沙拉碗	8，全部完好	8，全部完好
甜点盘	8，全部完好	8，全部完好
杯子	8，有2个破损	
杯托	8，有7个破损	

[illegible]A[illegible]B[illegible]A[illegible]B[illegible]7[illegible]A[illegible]“[illegible]”[illegible]A[illegible]B[illegible]A[illegible]32[illegible]B[illegible]30[illegible]

[illegible]B[illegible]33[illegible]A[illegible]23[illegible]A[illegible]B[illegible]B[illegible]“[illegible]”[illegible]A[illegible]16[illegible]7[illegible]

[illegible]·[illegible]John List[illegible]10[illegible]3[illegible]

[illegible]

[illegible]=[illegible]+[illegible]

[illegible]“[illegible]”[illegible]1[illegible]

[illegible]4[illegible]•[illegible]Björn Borg[illegible]

A.[illegible]

B.[illegible]

C.[illegible]

D.[illegible]

[illegible]B[illegible]C[illegible]B[illegible]“[illegible]”[illegible]72%[illegible]B[illegible]C[illegible]—[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]20[illegible]G[illegible]R[illegible]25[illegible]

1. RGRRR

2. GRGRRR

3. GRRRRR

[illegible]2[illegible]—[illegible]6[illegible]G[illegible]

□□□□□□□□□G□□□□□□□□□□□□□□□□□“□□□□□□□□□□□□□□□□□”□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□2/3□□□□□□□□□□□□□□□□□□□□
□□

□□□
□□□□□□

□□
□□□□□□□□□

□□□□□□□□□□□□□□□□□□□□□□□□□□□□

□□□□□□□□□□□□□□□□55□□□□□□□□□□□□□□□□□□

□□□□□□□□□□□□100□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□

100□□□□□□□□□□□□□□□□□□□□□□□□

100□□□□□□□□□55□□□□□□□□□□□□□□□□□□

□□□□□□□□□□□□65%□□□□□□□□□□□□□25%□

□□□“□100□□□□□□□……”□□□“□□□□……”□□□□□□□□□□□□□
□“100□”□□□
□□“□□□□□A□L□□□□□□□□□□□□□□”□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□C□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□55□□□□□□□□□□□□□□□□□□
□□
□“□□”□□□□□□□□“□□”□□□□□□□□□□□□□□□□□□□□□□□□□□□□□

□□□□2□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□2□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□“□□”□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□“□□□□”□□□□□□□□□□□□□□□□□□□□□□□“□

[illegible]”[illegible]2[illegible]

[illegible]2[illegible]2[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]—[illegible]

[illegible]·[illegible]Ralph Hertwig[illegible]“[illegible]”[illegible]

[illegible]—[illegible]

“[illegible]”

“[illegible]”

“[illegible]”

[illegible]16[illegible] [illegible]

[illegible]

[illegible]

[illegible]

[illegible]

·[illegible]85%[illegible]15%[illegible]

·[illegible]80%[illegible]20%[illegible]

[illegible]

[illegible]“[illegible]”[illegible]15%[illegible]80%[illegible]41%[illegible]80%[illegible]

[illegible]

[illegible]

[illegible]

·[illegible]85%[illegible]

·[illegible]

[illegible]

[illegible]

[illegible]5[illegible]41%[illegible]

[illegible]“[illegible]”[illegible]statistical base rates[illegible]“[illegible]”[illegible]causal base rates[illegible]

·[illegible]

·[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]1[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

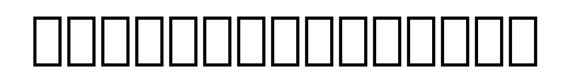
[illegible]·[illegible]Icek Ajzen[illegible]75%[illegible]

[illegible]25%[illegible]

[illegible]

[illegible]75%[illegible]

[illegible]1[illegible]



[illegible]

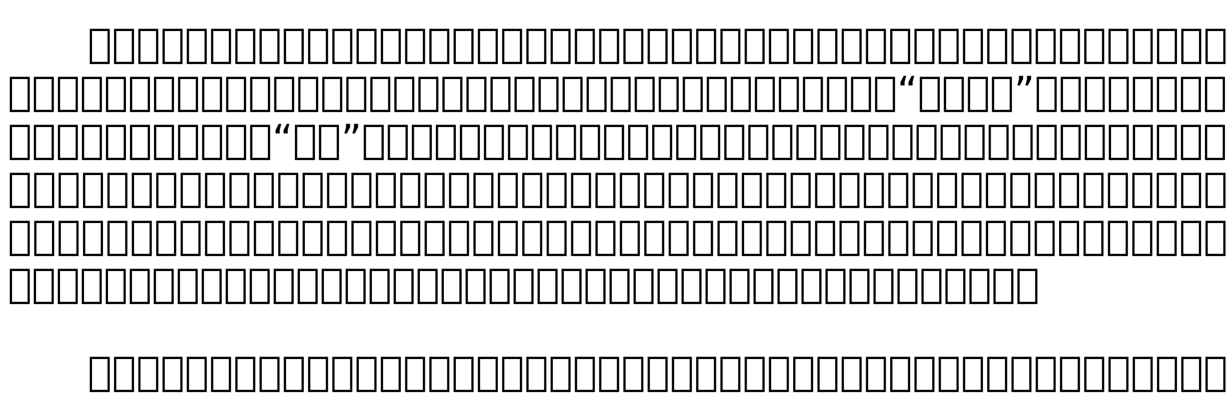
[illegible]·[illegible]（Richard Nisbett）[illegible]·[illegible]（Eugene Borgida）[illegible]“[illegible]”[illegible]6[illegible]“[illegible]……[illegible]……[illegible]……[illegible]……[illegible]……[illegible]……[illegible]”[illegible]

[illegible]15[illegible]3[illegible]6[illegible]5[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]“[illegible]

[illegible]



[illegible]

[illegible]

[illegible]

[illegible]—[illegible]

“[illegible]1[illegible]”

“[illegible]”

[illegible]17[illegible] [illegible]

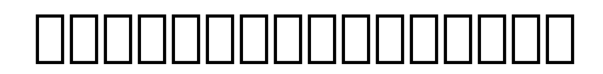
[illegible]

[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]



[illegible]Edge[illegible]·[illegible]John Brockman[illegible]“[illegible]”[illegible]

[illegible]=[illegible]+[illegible]=[illegible]+[illegible]

[illegible]72[illegible]66[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]5[illegible]77[illegible]

[illegible]=[illegible]+[illegible]

[illegible]=[illegible]+[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]—[illegible]

·[illegible]

·[illegible]

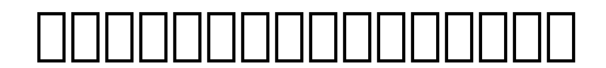
[illegible]

[illegible]“[illegible]”[illegible]66[illegible]

[illegible]—[illegible]

[illegible]“[illegible]”—[illegible]Sports Illustrated[illegible]—[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]—[illegible]—[illegible]



[illegible]“[illegible]”[illegible]

[illegible]=[illegible]+[illegible]

[illegible]=[illegible]+[illegible]

[illegible]12[illegible]85[illegible]

[illegible]“[illegible]”[illegible]1[illegible]0.5[illegible]

·[illegible]1[illegible]

·[illegible]0.41[illegible]

·[illegible]SAT[illegible]GPA[illegible]0.6[illegible]

·[illegible]0.4[illegible]

·[illegible]4[illegible]

[illegible]·[illegible]—[illegible]

[illegible]

[illegible]

[illegible]……[illegible]

[illegible]

[illegible]

[illegible]·[illegible]David freedman[illegible]“[illegible]”[illegible]—[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]—[illegible]1[illegible]2[illegible]“[illegible]”[illegible]“[illegible]”[illegible]2[illegible]1[illegible]

[illegible]3[illegible]

[illegible]20[illegible]—[illegible]—[illegible]

[illegible]

[illegible]—[illegible]

[illegible]·[illegible]Max Bazerman[illegible]Judgment in Managerial Decision Making[illegible]

[illegible]2011[illegible]2012[illegible]—[illegible]10%[illegible]

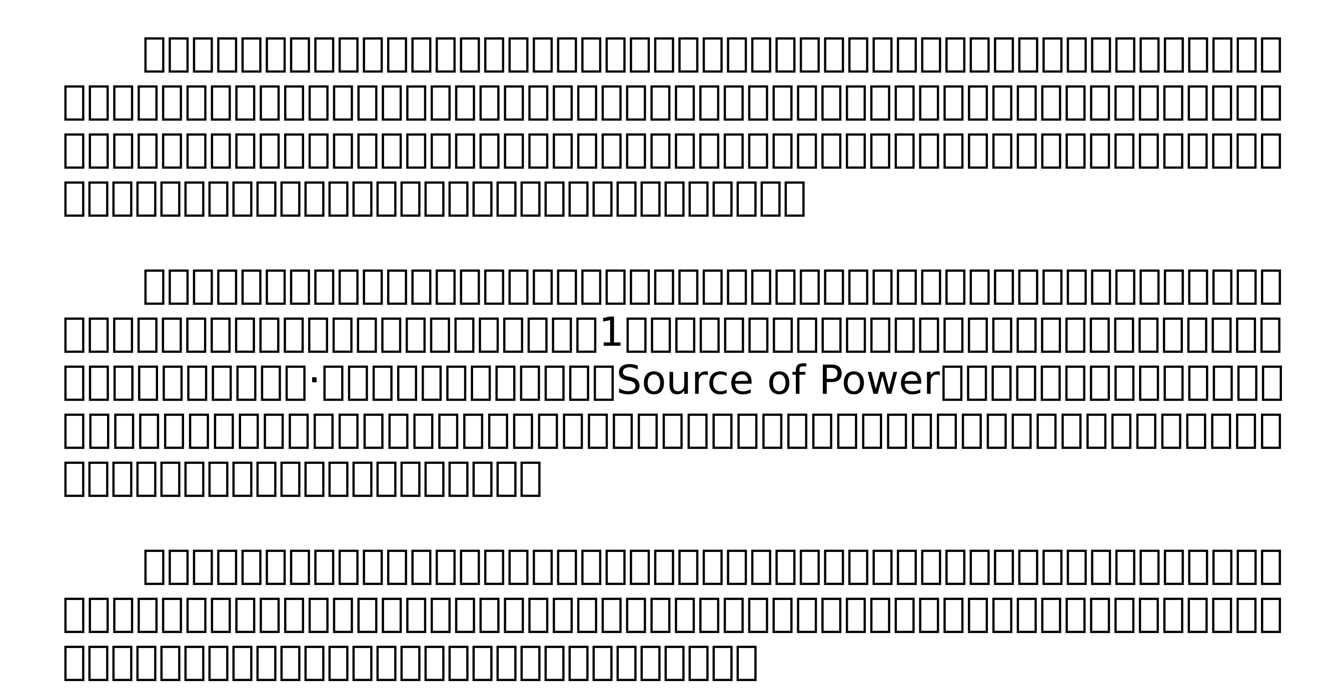
门店	2011年	2012年
1	11 000 000 美元	________
2	23 000 000 美元	________
3	18 000 000 美元	________
4	29 000 000 美元	________
总额	61 000 000 美元	67 100 000 美元

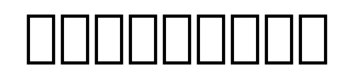
[illegible]10%[illegible]10%[illegible]

[illegible]—[illegible]

“[illegible]”

“[illegible]”





[illegible]1[illegible]

[illegible]8[illegible]5[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]15%[illegible]3%[illegible]

[illegible]

[illegible]

[illegible]

[illegible]5[illegible]

[illegible]—[illegible]

[illegible]

[illegible] A [illegible] B [illegible] C [illegible] A [illegible] B [illegible] A [illegible] B [illegible]

[illegible]

· [illegible]

· [illegible]

[illegible]

[illegible]

[illegible]

[illegible]=[illegible]+[illegible]=100%

[illegible]=[illegible]+[illegible]=100%

[illegible]

[illegible]30%[illegible]4[illegible]

1.[illegible]

2.[illegible]

3.[illegible]

4.[illegible]0.3[illegible]30%[illegible]

[illegible]1[illegible]2[illegible]3[illegible]4[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

·[illegible]

[illegible]

[illegible]2[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]—[illegible]

[illegible]

[illegible]

[illegible]3[illegible]

[illegible]—[illegible]

[illegible]

[illegible] 1 [illegible] — [illegible] 1 [illegible]

[illegible] 2 [illegible] 2 [illegible] — [illegible] — [illegible]

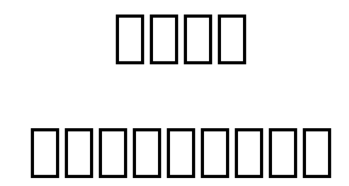
[illegible] — [illegible]

“[illegible]”

“[illegible]”

“[illegible]”

“[illegible]”



[illegible]19[illegible] “[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]—[illegible]“[illegible]”[illegible]

[illegible]100[illegible]

[illegible]

[illegible]

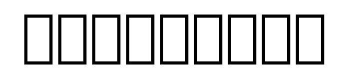
[illegible]—[illegible]

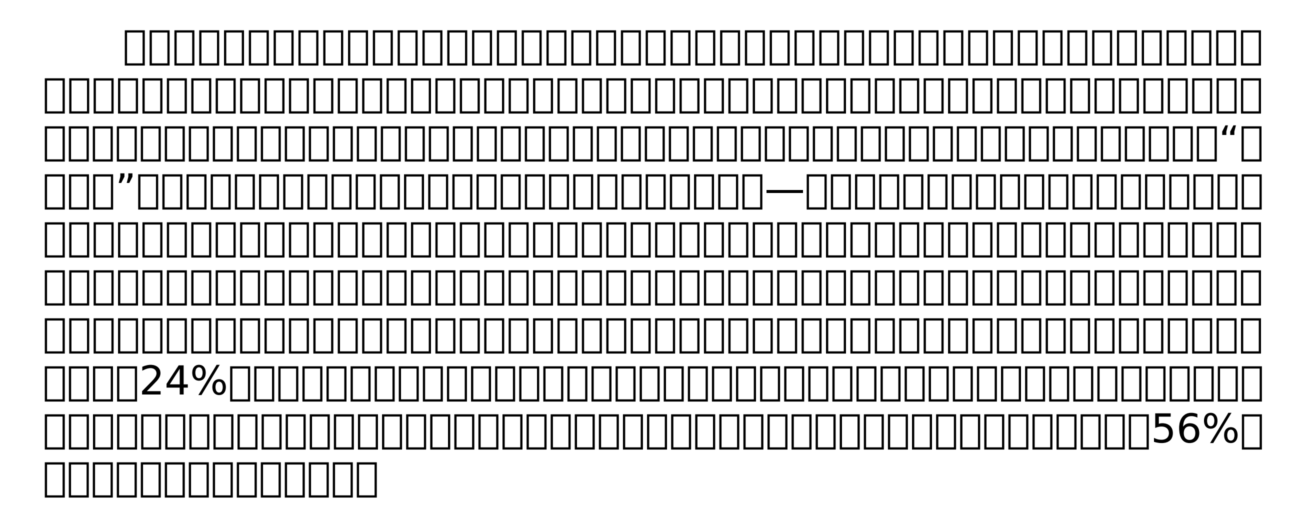
[illegible]—[illegible]

[illegible]

[illegible]“[illegible]2008[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]

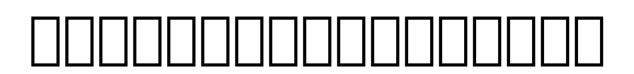




“ ” — 24% 56%

“9•11” 2001 7 10 · George Tenet ·W· · Condoleezza Rice · Ben Bradlee “ ” 7 10 — —

—



[illegible]·[illegible]Philip Rosenzweig[illegible]—[illegible]The Halo Effect[illegible]

[illegible]

[illegible]

[illegible]·[illegible]Jim Collins[illegible]·[illegible]JerryI. Porras[illegible][1][illegible]Built to Last[illegible]18[illegible]“[illegible]”

[illegible]

[illegible][2][illegible]In Search of Excellence[illegible]

[illegible]“[illegible]”[illegible]20[illegible]

[illegible]

[illegible]

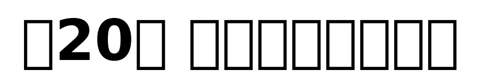
[illegible]—[illegible]“[illegible]”

“[illegible]”

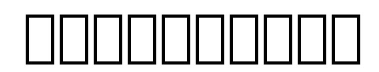
“[illegible]”

“[illegible]”

①[illegible]2006[illegible]9[illegible]——[illegible]
②[illegible]2009[illegible]11[illegible]——[illegible]



[illegible]



[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

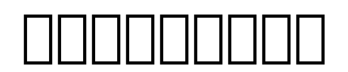
[illegible]–[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]



1984 [illegible] “[illegible]” [illegible]

[illegible] “[illegible]” [illegible]

[illegible] ·[illegible] Burton Malkiel [illegible] A Random Walk Down Wall Street [illegible] ·[illegible] Terry Odean [illegible]

[illegible] 7 [illegible] 16.3 [illegible]

[illegible] 3.2 [illegible]

[illegible]

[illegible]·[illegible]BradBarber[illegible]“[illegible]”[illegible]
[illegible]
[illegible]“[illegible]”[illegible]
[illegible]

[illegible]
[illegible]
[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]
[illegible]”[illegible]
[illegible]
[illegible]“[illegible]”[illegible]

[illegible]

[illegible]50[illegible]
[illegible]3[illegible]

[illegible]

[illegible]25[illegible]8[illegible]
[illegible]

[illegible]……[illegible]
[illegible]28[illegible]

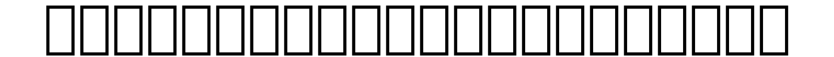
[illegible]28[illegible]0.01[illegible]

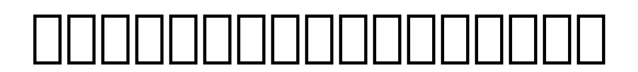
[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]—[illegible]—[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”





[illegible]“[illegible]”[illegible]·[illegible]

[illegible]“[illegible]”[illegible]20[illegible]—[illegible]—[illegible]50%[illegible]“[illegible]”[illegible]20[illegible]1/8[illegible]“[illegible]”[illegible]

[illegible]·[illegible]Philip Tetlock[illegible]20[illegible]2005[illegible]Expert Political Judgment[illegible]How Good Is It[illegible] How Can We Know[illegible]

[illegible]284[illegible]“[illegible]”[illegible]8[illegible]3[illegible]

[illegible]3[illegible]

[illegible]“[illegible]—[illegible]—[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]8[illegible]0.20[illegible]0.30[illegible]

[illegible]

[illegible]—[illegible]

“[illegible]”

“[illegible]”

“[illegible]”

“[illegible]”

“[illegible]”

[illegible]21[illegible] [illegible]

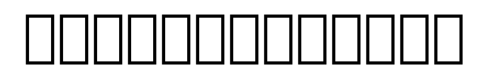
[illegible]·[illegible]Paul Meehl[illegible]20[illegible]Clinical vs. Statistical Prediction[illegible]A Theoretical Analysis and a Review of the Evidence[illegible]

[illegible]“[illegible]”[illegible]20[illegible]“[illegible]”[illegible]“[illegible]”[illegible]45[illegible]4[illegible]14[illegible]11[illegible]

[illegible]50[illegible]200[illegible]60%[illegible]

[illegible]“[illegible]”[illegible]

[illegible]30[illegible]“[illegible]”



Orley Ashenfelter 12 10

— — “ ” 0.9

“ ”

“ ” “ ” 20% 101 41

[illegible]

[illegible]1[illegible]—[illegible]—[illegible]

[illegible]

[illegible]

[illegible]

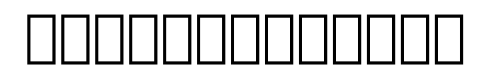
[illegible]

[illegible]

[illegible]

[illegible]/[illegible]1953[illegible]·[illegible]Virginia Apgar[illegible]

[illegible]“[illegible]”[illegible]5[illegible]3[illegible]0[illegible]1[illegible]2[illegible]8[illegible]100[illegible]4[illegible]·[illegible]Atul Gawande[illegible]A Checklist Manifesto[illegible]



[illegible]“[illegible]‘[illegible]’[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

“[illegible]”[illegible]

1955[illegible]21[illegible]7[illegible]

[illegible]15~20[illegible]

[illegible]

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]6[illegible]

[illegible]6[illegible]5[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]

[illegible]6[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]6[illegible]“[illegible]”[illegible]6[illegible]—[illegible]—[illegible]

45[illegible]“[illegible]‘[illegible]’[illegible]”

[illegible]6[illegible]1~5[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]6[illegible]“[illegible]”[illegible]—[illegible]“[illegible]”[illegible]“[illegible]“[illegible]

[illegible]—[illegible]

“[illegible]”

“[illegible]”

“[illegible]”

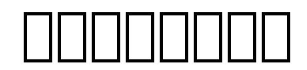
[illegible]22[illegible] [illegible]

[illegible]“[illegible]”[illegible]

[illegible]·[illegible]·[illegible]·[illegible]·[illegible]

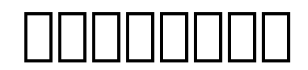
[illegible]20[illegible]70[illegible]

[illegible]—“[illegible]”[illegible]



[illegible]·[illegible]“[illegible]”

[illegible]“[illegible]”[illegible]



10000 6 5

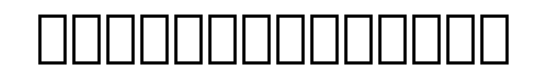
Lewis Carroll

Jabberwocky

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]



[illegible]

[illegible]

[illegible]

[illegible]

·[illegible]

·[illegible]

[illegible]2[illegible]1[illegible]

[illegible]·[illegible]Robin Hogarth[illegible]“[illegible]”[illegible]·[illegible]Lewis Thomas[illegible]20[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

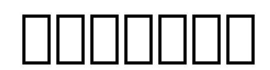
[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]



[illegible]

[illegible]—[illegible]

“[illegible]”

“[illegible]”

“[illegible]”

“[illegible]”

[illegible]23[illegible] [illegible]

[illegible]·[illegible]Seymour Fox[illegible]

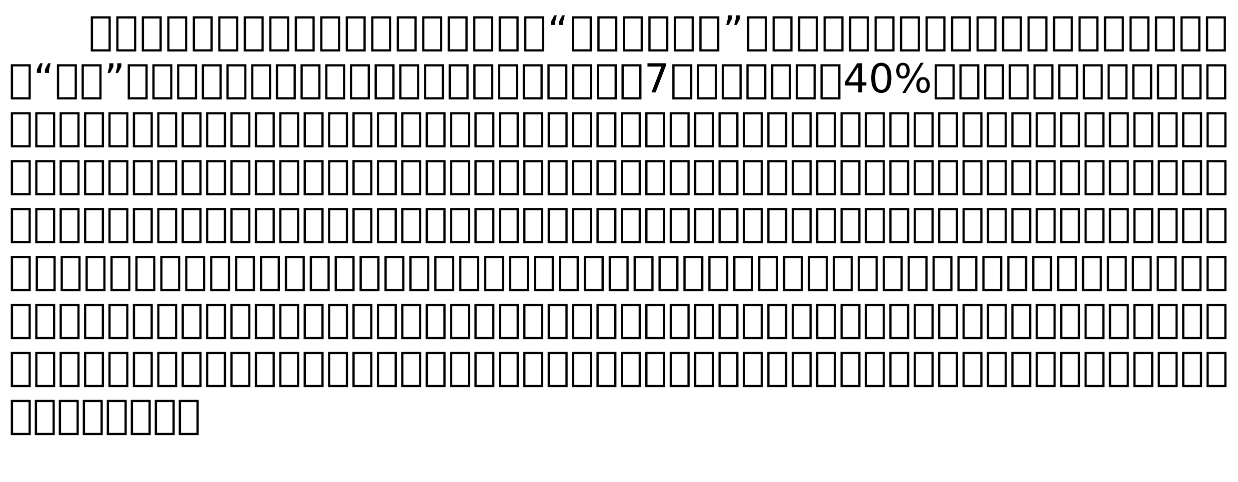
[illegible]

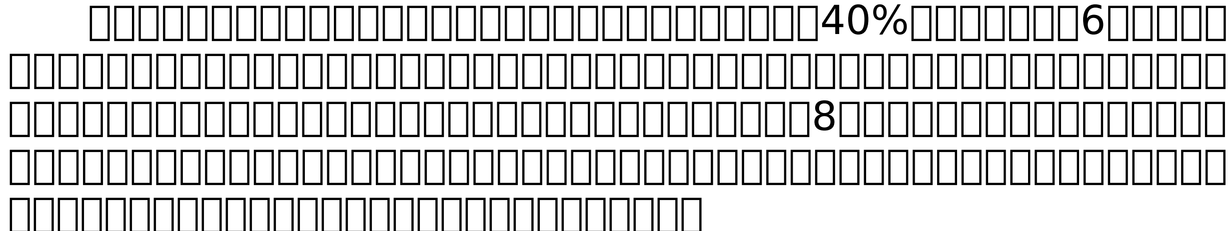
[illegible]“[illegible]”[illegible]

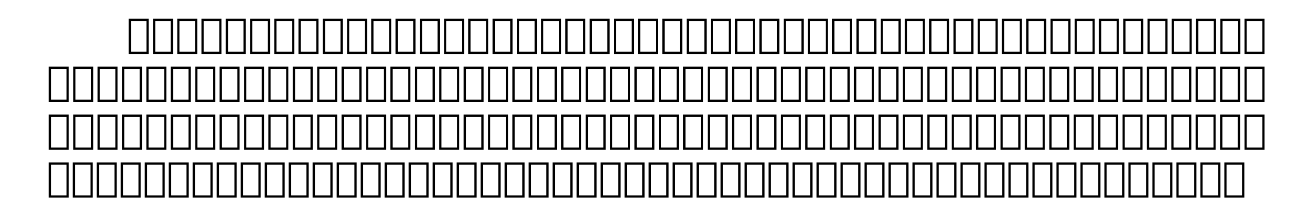
[illegible]“[illegible]”

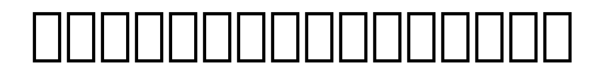
[illegible]“[illegible]40%[illegible]”[illegible]“[illegible]”[illegible]“[illegible]7[illegible]10[illegible]”

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]





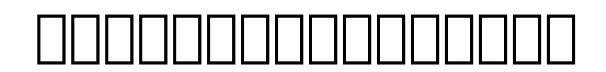




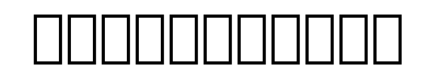
[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]



[illegible]
[illegible]



[illegible]30[illegible]15[illegible]·[illegible]Dan Lovallo[illegible]—[illegible]

[illegible]—[illegible]

[illegible]

[illegible]

[illegible]—[illegible]—[illegible]—[illegible]

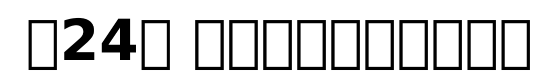
[illegible]—[illegible]

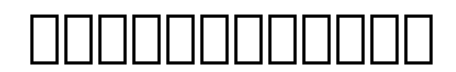
“[illegible]”

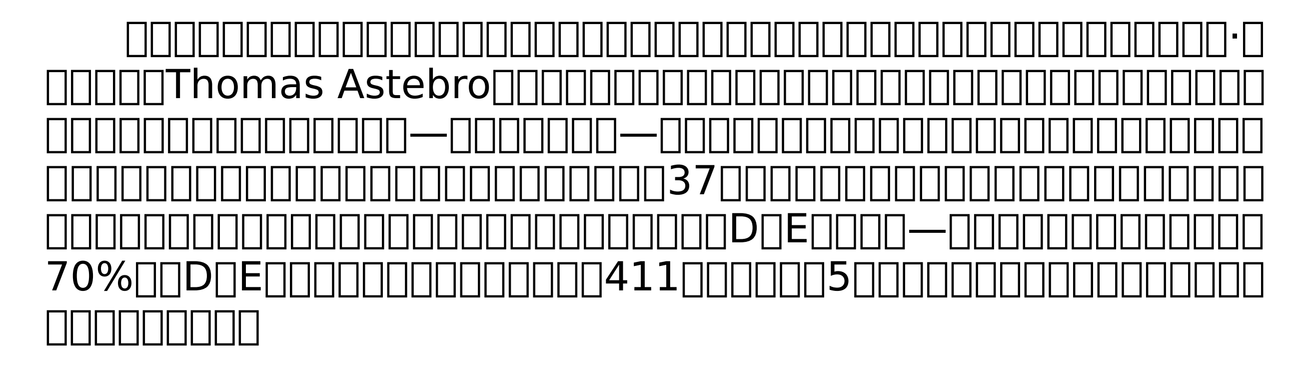
“[illegible]”

“[illegible]”

“[illegible]”







[illegible]·[illegible]Thomas Astebro[illegible]—[illegible]—[illegible]37[illegible]D[illegible]E[illegible]—[illegible]70%[illegible]D[illegible]E[illegible]411[illegible]5[illegible]

[illegible]47%[illegible]“[illegible]“[illegible]

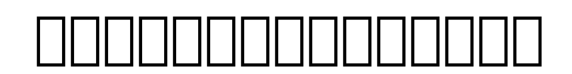
[illegible]—[illegible]“[illegible]”[illegible]Hubris Hypothesis[illegible]

[illegible]·[illegible]Ulrike Malmendier[illegible]·[illegible]Geoffrey Tate[illegible]“[illegible]”[illegible]“[illegible]”

[illegible]

[illegible]12[illegible]“[illegible]”[illegible]

[illegible]·[illegible]Marta Coelho[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

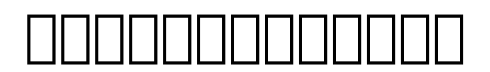


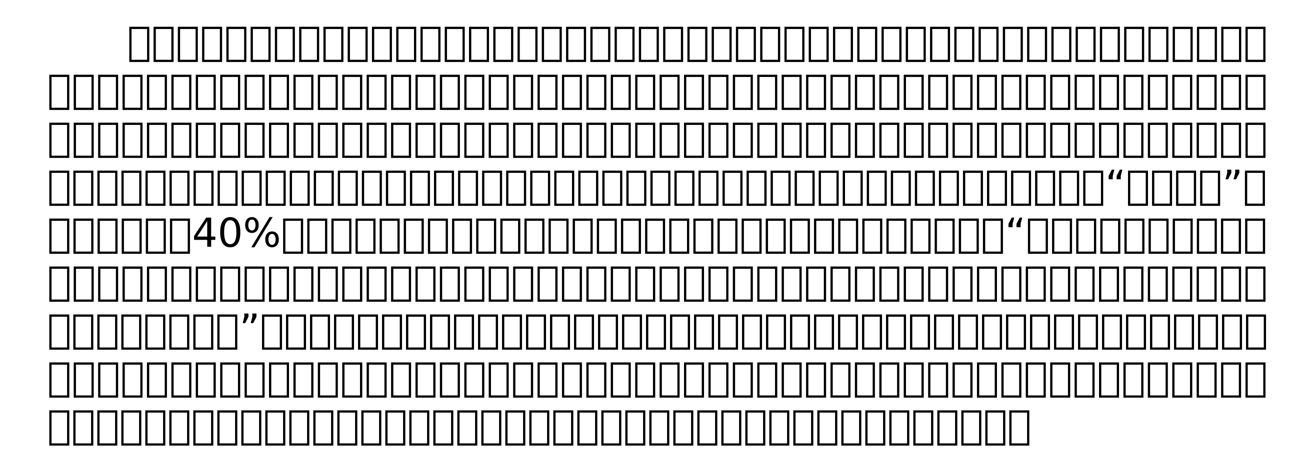
[illegible]

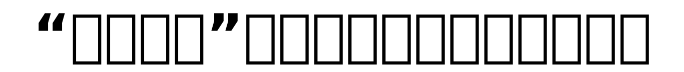
[illegible]·[illegible]Colin Camerer[illegible]·[illegible]“[illegible]”[illegible]

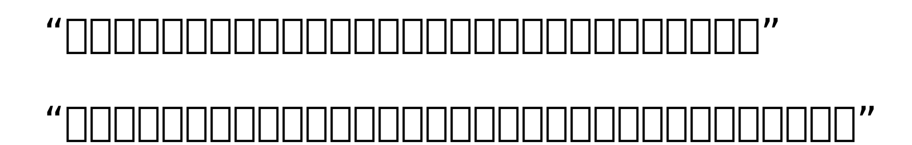
[illegible]“[illegible]”[illegible]5[illegible]

[illegible]1[illegible]·[illegible]Giovanni Dosi[illegible]“[illegible]”[illegible]

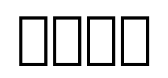


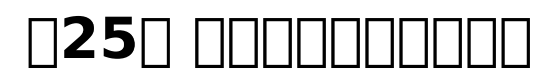


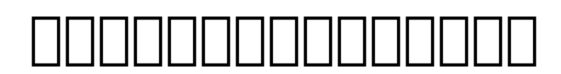




①[illegible]“on the one hand……on the other hand……”[illegible]“[illegible]……[illegible]……”[illegible]“one-armed economist”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]——[illegible]







[illegible]Mathematical Psychology[illegible]

[illegible]

[illegible]“[illegible]40%[illegible]300[illegible]”[illegible]—[illegible]

[illegible]expected utility theory[illegible]

[illegible]

[illegible]10%[illegible]

[illegible]10%[illegible]20[illegible]·[illegible]·[illegible]John von Neumann[illegible]·[illegible]Oskar Morgenstern[illegible]

A.100

B.46

B——

5—Econometrica framing effect

5

·Gustav Fechner

—

□1.5□□□10□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□10□□□□
□□100□□□□□□□□□□□□4□□□□□□□□□□□□□□□□□□□□□□100□□□□□□1
000□□□□□□□□□□□□□4□□□□



1738 · Daniel Bernoulli “ “ 10 100 20 200 ” 30% “ 30% 100 10 100 1 000 1

80% 100 20% 10 82 0.8×100+0.2×10=82

80 82 80

100

1 2 3 4 5 6 7 8 9 10

10 30 48 60 70 78 84 90 96 100

□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□100□□□□1 000□□□□□□□□□□□□□□□□□□□□□100□□□□□□□□□□□100□□□□20□□□□□□□□□□□900□□□□□□□□100□□□□□□□□□□□□4□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□—□□□

□□100□□□□700□□□□□□□□□□□□10+84□/2=47

□□

□□□□□400□□□□□□60

□□□□□□□□□□□□□□□“□□□□”□□□□□□400□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□100□□□□400□□□□□□□□□50□□□□□□400□□□□700□□□□□□□□□□□□□□□□□□□24□□□□□□□□□□□□10+84□/2=47□□□□□□□□□□□□□□□□□□□□□1/2□□400□□□□□□□□60□□60□47□□□

□□□□□□□□□□□□□□□□□□□“□□□□”□□□□□“□□□□”□□□□□□□□□□□□□□□□□□□“□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□100□□□□□□5□”□□□1000□□□□□□□□□□100□□□□□□4□□□□□□□□100□96□□□□□□□300□□□□□□□□□□□□□□□□□□□18□□□□48□30□□“□□□□□□“□□300□□□□□□□□□□□□□□□□□□□□□□□□

□□

□□□□□□□□□□□□500□□□□□□□

□□□□□□100□□□□□□□□900□□□□

□□□□□□□□□□□□□□□□□□□□□□□□□

[illegible] 200 [illegible] 500 [illegible]

[illegible] “[illegible]” [illegible] 100 [illegible] 900 [illegible]

[illegible]

[illegible] 100 [illegible]

[illegible] 400 [illegible]

[illegible]

[illegible] 100 [illegible] 400 [illegible]

[illegible]

[illegible] 200 [illegible]

[illegible] 250 [illegible] 200 [illegible]

[illegible] 100 [illegible] “[illegible] 4 [illegible] “

[illegible] 400 [illegible] “[illegible] 3/4 [illegible] “

[illegible]200[illegible]“[illegible]”[illegible]“[illegible]”[illegible]3/4[illegible]

[illegible]

[illegible]

[illegible]theory-induced blindness[illegible]“[illegible]”[illegible]·[illegible]2[illegible]

[illegible]—[illegible]

“3[illegible]2[illegible]20%[illegible]”

“[illegible]”

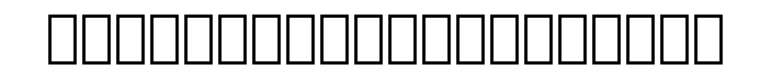
“[illegible]—[illegible]”

[illegible]26[illegible] [illegible]

[illegible]1[illegible]

[illegible]·[illegible]（Harry Markowitz）—[illegible]—[illegible]25[illegible]

[illegible]



□□□
□□

□□3□□□□□□□□□□□□□□□□□1000□□□□□□□□□□□□□□□□□□□□□□
50%□□□□□1000□□□□□□□□□□□□500□□□

□□4□□□□□□□□□□□□□□□□2000□□□□□□□□□□□□□□□□□□

□□□50%□□□□□1000□□□□□□□□□□□□500□□□

□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□3□□□4□□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□1500□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□1 000□□□2 000□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□

□□
□□□□□□

□□3□4□□□
□□□
□□□□□3□□□□□□□□□□□□□□□1000□□□□□□4□□□□□2000□□□□□□□
1500□□□□□3□□□□500□□□□□□□4□□□□500□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□

□□□□□□□□□□1000□□□2000□□□□□□□□□□□□□□□□□□□□□□□□□
□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□—□□□□□□□□□□□□□□□□□□□□
□□□
□□100□□□□□□□100□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□—□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□

□4□□□
□□□
□□□
□□□
□□□□□□□□□□□□

[illegible]1[illegible]

·[illegible]“[illegible]”[illegible]3[illegible]

·[illegible]900[illegible]1000[illegible]100[illegible]200[illegible]

·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]10[illegible]10.[illegible]“[illegible]”[illegible]S[illegible]S[illegible]

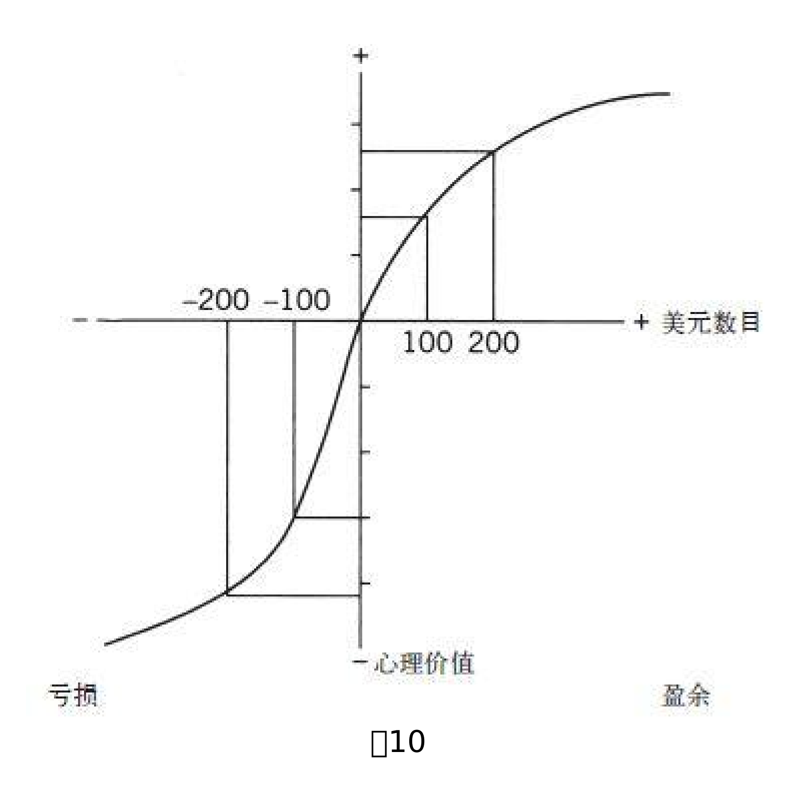
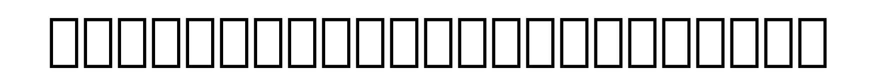


图10



·[illegible]500[illegible]

·[illegible]2000[illegible]

[illegible]—[illegible]

[illegible]

[illegible]10[illegible]1[illegible]

·[illegible]

·[illegible]

[illegible]2[illegible]900[illegible]90%[illegible]1 000[illegible]

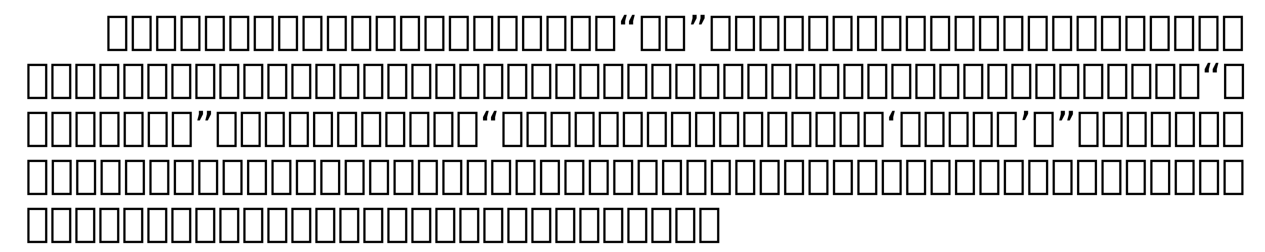
[illegible]10[illegible]250[illegible]2000[illegible]·[illegible]Matthew Rabin[illegible]

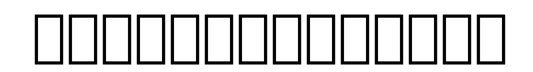
[illegible]50%[illegible]100[illegible]50%[illegible]200[illegible]

[illegible]

[illegible]50%[illegible]200[illegible]50%[illegible]20000[illegible]

[illegible]·[illegible]·[illegible]“[illegible]9900[illegible]—[illegible]200[illegible]





[illegible]“[illegible]”[illegible]

[illegible]

[illegible]6[illegible]90%[illegible]100[illegible]50[illegible]

[illegible]7[illegible]90%[illegible]100[illegible]15[illegible]

[illegible]7[illegible]“[illegible]”[illegible]15[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

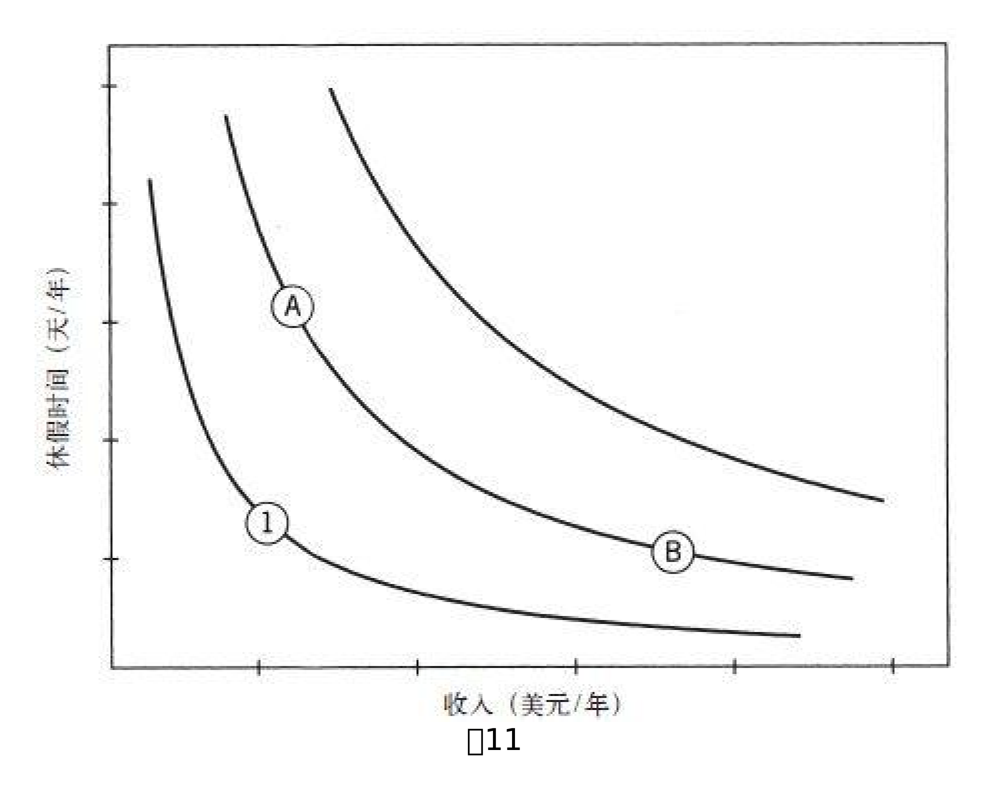
[illegible]—[illegible]

“[illegible]”

“[illegible]”

“[illegible]”

[illegible]27[illegible] [illegible]



[illegible]11

([illegible])

[illegible]11[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]A[illegible]B[illegible]100[illegible]

[illegible]

[illegible]

[illegible]90%[illegible]10%[illegible]

[illegible]“[illegible]”[illegible]11[illegible]1[illegible]A[illegible]B[illegible]1[illegible]A[illegible]B[illegible]

[illegible]11[illegible]A[illegible]B[illegible]

[illegible]1[illegible]

[illegible]A[illegible]1[illegible]

[illegible]

[illegible]B[illegible]12[illegible]

[illegible]A[illegible]B[illegible]

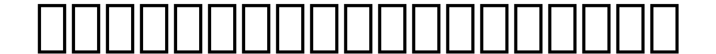
[illegible]A[illegible]

[illegible]B[illegible]12[illegible]1[illegible]

[illegible]1[illegible]12[illegible]1[illegible]1[illegible]A[illegible]

[illegible]“[illegible]”[illegible]

[illegible]



7 · Jack Knetsch

5 5 1 5 1 5

R “ ” “ ”

· Vernon Smith “ ” 10 20

[illegible] 6 [illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]—“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible] 7.12 [illegible]

[illegible] 3.12 [illegible]

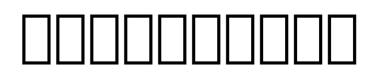
[illegible] 2.87 [illegible]

“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible] 1 [illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]/[illegible] 2:1 [illegible]

[illegible]·[illegible]

10%



[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]—[illegible]

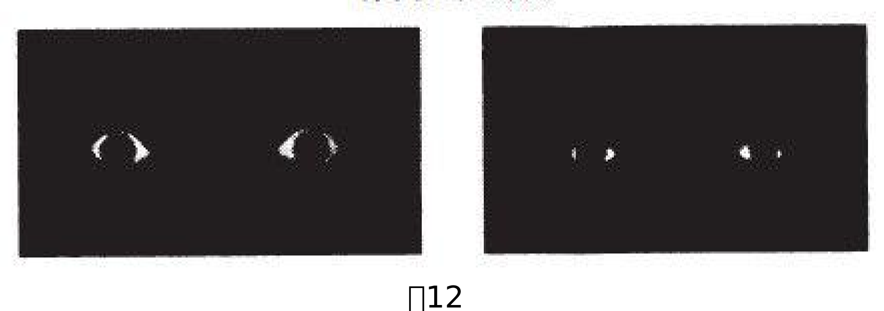
“[illegible]”

“[illegible]”

“[illegible]”

“[illegible]”

“[illegible]”

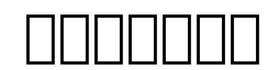

消极支配

[illegible]

[illegible] 1 [illegible] “[illegible]” [illegible] 1/4 [illegible] “[illegible]/[illegible]……” [illegible] “[illegible]” [illegible]

[illegible]·[illegible] Paul Rozin [illegible] “[illegible]” [illegible] “[illegible]” [illegible]·[illegible] John Gottman [illegible] 5 :1 [illegible]

[illegible]·[illegible] Michel Cabanac [illegible]



[illegible]

[illegible]“[illegible]”[illegible]

[illegible]·[illegible]Devin Pope[illegible]·[illegible]Maurice Schweitzer[illegible]

·[illegible]

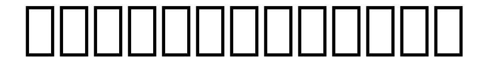
·[illegible]

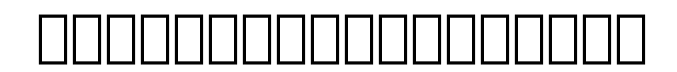
[illegible]250[illegible]

[illegible]3.6%[illegible]“[illegible]”[illegible]

[illegible]1[illegible]100[illegible]

[illegible]





[illegible]7[illegible]

[illegible]73%[illegible]9[illegible]

[illegible]

[illegible]

[illegible]American Economic Review[illegible]15%[illegible]90[illegible]

[illegible]“[illegible]”[illegible]

[illegible]·[illegible]David Cohen[illegible]·[illegible]
90%[illegible]·[illegible]Eyal Zamir[illegible]

[illegible]—[illegible]

“[illegible]”

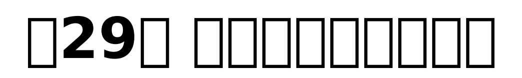
“[illegible]”

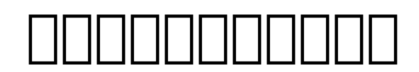
“[illegible]”

“[illegible]”

“[illegible]

[illegible]“





[illegible]“[illegible]20%[illegible]1000[illegible]75%[illegible]100[illegible]”[illegible]275[illegible]

[illegible]4[illegible]100[illegible]5%[illegible]

A.[illegible]5%[illegible]

B.[illegible]5%[illegible]10%.

C.[illegible]60%[illegible]65%[illegible]

D.[illegible]95%[illegible]100%[illegible]

[illegible]100[illegible]5%[illegible]

[illegible]5%[illegible]95%[illegible]100%[illegible]5%[illegible]10%[illegible]60%[illegible]65%[illegible]5%[illegible]5%[illegible]10%[illegible]5%[illegible]“[illegible]”[illegible]possibility effect[illegible]

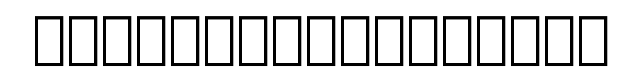
[illegible]95%[illegible]100%[illegible]“[illegible]”[illegible]certainty effect[illegible]100[illegible]95%[illegible]

[illegible]91[illegible]95[illegible]4[illegible]“[illegible]”①[illegible]

[illegible]5%[illegible]—[illegible]5%[illegible]10%[illegible]95%[illegible]“[illegible]”[illegible]

[illegible]

[illegible]“[illegible]”[illegible]·[illegible]1944[illegible]·[illegible]30[illegible]



1952[illegible]·[illegible]·[illegible]Paul Samuelson[illegible]·[illegible]Kenneth Arrow[illegible]·[illegible]Milton Friedman[illegible]·[illegible]Jimmie Savage[illegible]

[illegible]·[illegible]Maurice Allais[illegible]A[illegible]B[illegible]

A. 61%[illegible]52[illegible]63%[illegible]50[illegible]

B. 98%[illegible]52[illegible]100%[illegible]50[illegible]

[illegible]A[illegible]B[illegible]“[illegible]”[illegible]

[illegible]100[illegible]A[illegible]B[illegible]50[illegible]A[illegible]B[illegible]

[illegible]B[illegible]A[illegible]B[illegible]37[illegible]52[illegible]50[illegible]B[illegible]100%[illegible]98%[illegible]A[illegible]63%[illegible]61%[illegible]

[illegible]“[illegible]”[illegible]

[illegible]—[illegible]—[illegible]

[illegible]—[illegible]—[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]%[illegible]——[illegible]

0 ——0

1 ——5.5

2 ——8.1

5 ——13.2

10——18.6

20——26.1

50——42.1

80——60.1

90——71.2

95——79.3

98——87.1

99——91.2

100——100

[illegible]100[illegible]

[illegible]2%[illegible]8.1[illegible]2—[illegible]“[illegible]”[illegible]2%[illegible]100[illegible]87.1[illegible]13%[illegible]

[illegible]1%[illegible]100[illegible]100[illegible]1%[illegible]1%[illegible]

[illegible]5%[illegible]95%[illegible]13.2[illegible]79.3[illegible]2/3[illegible]

[illegible]1%[illegible]99%[illegible]0.001%[illegible]0.000 01%[illegible]3 000[illegible]30[illegible]

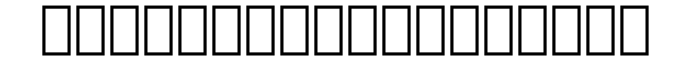
[illegible]

[illegible]1980[illegible]

[illegible]10[illegible]10000[illegible]15[illegible]15[illegible]

[illegible]10000[illegible]5[illegible]

[illegible]2.38[illegible]2/3[illegible]15/10 000[illegible]5/10 000[illegible]8.09[illegible]2.38[illegible]3[illegible]



	所得	损失
较大可能性 确定性效应	95%的概率赢得 10 000 美元 害怕失败 风险规避 接受自己不喜欢的解决方式	95%的概率损失 10 000 美元 希望能避免损失 冒险 拒绝自己喜欢的解决方式
较小可能性 可能性效应	5%的概率赢得 10 000 美元 希望能有更多的所得 冒险 拒绝自己喜欢的解决方式	5%的概率损失 10 000 美元 害怕有更大的损失 风险规避 接受自己不喜欢的解决方式

13

·[illegible]

[illegible]—[illegible]

[illegible]900[illegible]1000[illegible]90%[illegible]90%[illegible]71[illegible]

[illegible]13[illegible]

[illegible]

[illegible]

[illegible]·[illegible]Chris Guthrie[illegible]

[illegible]95%[illegible]“[illegible]”[illegible]90%[illegible]“[illegible]90%[illegible]”[illegible]

[illegible]90%[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]200[illegible]“[illegible]”[illegible]5%[illegible]100[illegible]10[illegible]

·[illegible]200[illegible]10[illegible]1000[illegible]

·[illegible]10[illegible]2000[illegible]

[illegible]—[illegible]—[illegible]—[illegible]

[illegible]—[illegible]

“[illegible]”

“[illegible]”

“[illegible]”

“[illegible]”

①[illegible]Structured Settlement[illegible] ——[illegible]

[illegible]30[illegible] [illegible]

[illegible]2001[illegible]12[illegible]2004[illegible]9[illegible]23[illegible]236[illegible]130[illegible]

[illegible]

[illegible]2[illegible]“[illegible]”[illegible]1[illegible]

[illegible]“[illegible]”[illegible]1[illegible]—[illegible]

[illegible]NBA[illegible]

[illegible]

[illegible]1000[illegible]

[illegible]

[illegible]

·[illegible]

·[illegible]

[illegible]

[illegible]1[illegible]“[illegible]”[illegible]

[illegible]

[illegible]3[illegible]

[illegible]

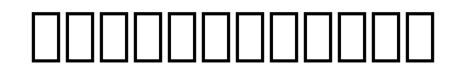
[illegible]

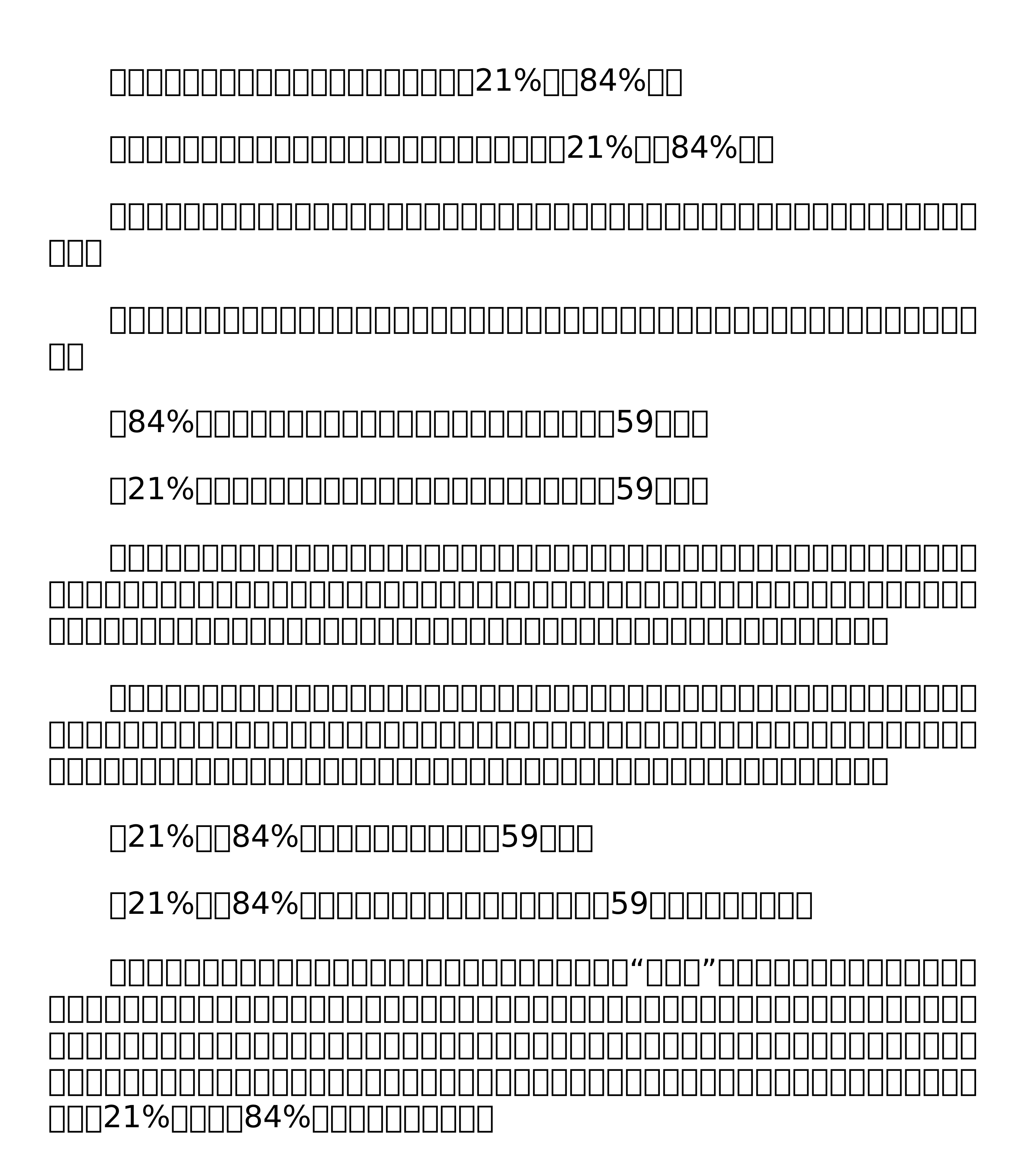
[illegible]·[illegible]Craig Fox[illegible]NBA[illegible]8[illegible]

[illegible]—[illegible]7[illegible]—[illegible]8[illegible]8[illegible]240%[illegible]8[illegible]100%.[illegible]100%[illegible]

[illegible]160[illegible]8[illegible]287[illegible]8[illegible]127[illegible]8[illegible]8[illegible]160[illegible]

[illegible]





[illegible]

[illegible]

A[illegible]10[illegible]1[illegible]

B[illegible]100[illegible]8[illegible]

[illegible]A[illegible]10%[illegible]B[illegible]8%[illegible]30%~40%[illegible]·[illegible]Seymour Epstein[illegible]1[illegible]

[illegible]“[illegible]”[illegible]8[illegible]90%[illegible]10[illegible]“[illegible]”[illegible]100[illegible]10[illegible]“[illegible]”[illegible]

[illegible]“[illegible]0.001%[illegible]”[illegible]“[illegible]10[illegible]”[illegible]99999[illegible]“[illegible]”[illegible]“[illegible]”[illegible]1[illegible]

[illegible]frequency format[illegible]“[illegible]10 000[illegible]1 286[illegible]“[illegible]”[illegible]24.14%[illegible]“[illegible]“[illegible]100[illegible]24.4[illegible]”[illegible]“[illegible]10 000[illegible]1 286[illegible]“[illegible]2[illegible]

[illegible]2[illegible]

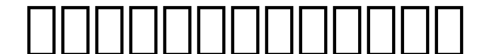
[illegible]

[illegible]10%[illegible]100[illegible]10[illegible]

[illegible]2[illegible]41%[illegible]21%[illegible]

[illegible]“[illegible]1 000[illegible]“[illegible]”[illegible]2.73[illegible]1000[illegible]“[illegible]”[illegible]0.000 36%“[illegible]”[illegible]1 000[illegible]1/30[illegible]1/4[illegible]“[illegible]”[illegible]“[illegible]

[illegible]DNA[illegible]“DNA[illegible]0.1%”[illegible]“1 000[illegible]DNA[illegible]”[illegible]DNA[illegible]



[illegible]

·[illegible]

·[illegible]

[illegible]1[illegible]“[illegible]”[illegible]

[illegible]“[illegible]99%[illegible]1 000[illegible]1%[illegible]”[illegible]1 000[illegible]1[illegible]

[illegible]—[illegible]

“[illegible]”

“[illegible]”

“[illegible]

[illegible]100%[illegible]“

“[illegible]‘[illegible]1 000[illegible]1[illegible]’[illegible]”

□31□ □□□□□□□□□

□□□□□□□□□□□□□□□□□□□□□□□□□□□□□

□□□1□□□A□B□□□□□□

A.□□□□□240□□

B.□25%□□□□□1 000□□□75%□□□□□□□□□

□□□2□□□C□D□□□□□□

C.□□□□□750□□

D.□75%□□□□□1 000□□□25%□□□□□□□

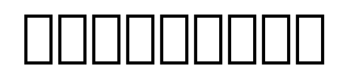
□□□A□C□□□□□□□□□A□□□□□C□□“□□□□”□“□□□□”□□□□□□□□1□□□□□□□□□□□□□□□□□□□□□□□□□□□□□250□□□□□750□□□1□□□□□□□□□□□□□□A□□B□□D□□C□□□73%□□□□□□□□1□□□□A□□□□□2□□□□D□□□3%□□□□□B□C□□□

□□□4□□□□□□□□□□□A□C□A□D□B□C□B□D□□□

AD. 25%□□□□□240□□□75%□□□□□760□□

BC. 25%□□□□□250□□□75%□□□□□750□□

□□□□□□□□BC□□□□□AD□□□“□□□”□□□AD□□□□□□□□□□□□□□□□□□□□□□□□3%□□□□□□□□□□□□□□□□□□□73%□□□□□□□□□□□□□□□□□□BC□





□□·□□□□□20□□100□□□□□□□□200□□□□□□□□□“□□□□□□□□□□□□200□□□□□□□□□□□□□100□□□□□□□□□□□□□□□100□□□□□□□□□□□□“□□□

□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□—□100□□□□□□□□□□□□□□□□□□□□□□—□□□□□□□□□□□□□□□□□·□□□Matthew Rabin□□□□·□□□□“□100□□□□□□100□□□200□□□□□□50 :50□□□□□□□□5 000□□□□□□□□1/2 300□□□□□□□□□□□1 000□□□□□□□□1/62 000“□□

□□2□□

	所得	损失
较大可能性 确定性效应	95%的概率赢得10 000美元 害怕失败 风险规避 接受自己不喜欢的解决方式	95%的概率损失10 000美元 希望能避免损失 冒险 拒绝自己喜欢的解决方式
较小可能性 可能性效应	5%的概率赢得10 000美元 希望能有更多的所得 冒险 拒绝自己喜欢的解决方式	5%的概率损失10 000美元 害怕有更大的损失 风险规避 接受自己不喜欢的解决方式

□□□□□□□□□□□□□□□□50□□□□□□□□□□□□□□□□□□□□□□□1□□□□□□□□□1□□□□□□□2□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□

[illegible]25%[illegible]200[illegible]400[illegible]2[illegible]50[illegible]

[illegible]3[illegible]62.5[illegible]5[illegible]250[illegible]18.75%[illegible]203.125[illegible]

[illegible]

[illegible]

·[illegible]

·[illegible]

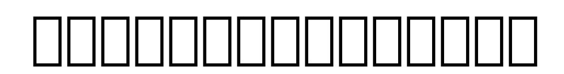
·[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]

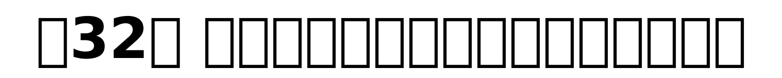
[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]‘[illegible]’[illegible]”[illegible]

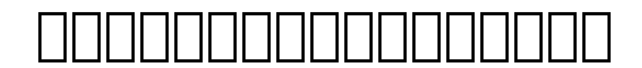
[illegible]“[illegible]”[illegible]



“[illegible]”

“[illegible]”





[illegible]5000[illegible]5000[illegible]

[illegible]“[illegible]”[illegible]—[illegible]

[illegible]“[illegible]”[illegible]

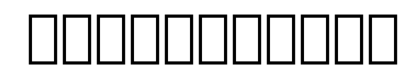
[illegible]—[illegible]12[illegible]11[illegible]3.4%[illegible]2[illegible]

[illegible]“[illegible]”[illegible]

[illegible]5000[illegible]6000[illegible]

[illegible]“[illegible]”[illegible]—[illegible]

[illegible]



[illegible]

[illegible]

[illegible]A[illegible]B[illegible]B[illegible]1200[illegible]

[illegible]B[illegible]A[illegible]B[illegible]1200[illegible]

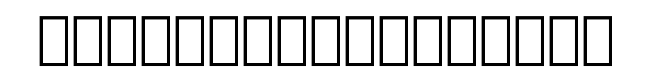
[illegible]

[illegible]8%[illegible]92%[illegible]

[illegible]

[illegible]21[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]



[illegible]

[illegible]·[illegible]“[illegible]X[illegible]”[illegible]1[illegible]

[illegible]

[illegible]

[illegible]“[illegible]”[illegible]

[illegible]·[illegible]“[illegible]”[illegible]

[illegible]—[illegible]

“[illegible]”

“[illegible]

[illegible]“

“[illegible]”

“[illegible]”

[illegible]33[illegible] [illegible]

[illegible]

[illegible]

·[illegible]

·[illegible]

[illegible]

[illegible]

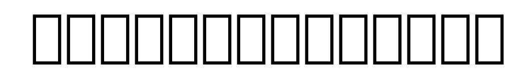
[illegible]2[illegible]

[illegible]·[illegible]Dale Miller[illegible]·[illegible]Cathy McFarland[illegible]“[illegible]……”[illegible]1[illegible]

[illegible]

[illegible]

[illegible]preference reversals[illegible]19[illegible]70[illegible]



[illegible]

[illegible]36[illegible]

[illegible]A[illegible]11/36[illegible]160[illegible]25/36[illegible]15[illegible]

[illegible]B[illegible]35/36[illegible]40[illegible]1/36[illegible]10[illegible]

[illegible]

[illegible]A[illegible]B[illegible]B[illegible]A[illegible]A[illegible]B[illegible]A[illegible]B[illegible]1[illegible]2[illegible]

[illegible]within-subject[illegible]1968[illegible]·[illegible]

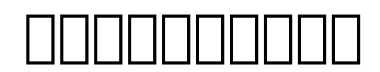
[illegible]·[illegible]David Grether[illegible]·[illegible]Charles Plott[illegible]

[illegible]

[illegible]“[illegible]……“[illegible]

[illegible]13[illegible]“[illegible]”[illegible]

[illegible]



[illegible]

[illegible]

[illegible]1[illegible]—[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

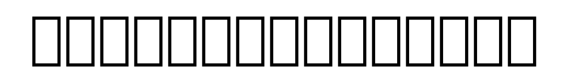
[illegible]—[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]Vs.[illegible]”[illegible]

[illegible]

	[illegible]A	[illegible]B
[illegible]	1993	1993
[illegible]	10 000	20 000
[illegible]	[illegible]	[illegible]

[illegible]A[illegible]evaluability hypothesis[illegible]B[illegible]



□□□□□□□□□□□□□□□□□□□□□□□”□□“□□□□”□□□□□□□□7 000□□□□□□□□□□□□□□□□□□□25 000□□□

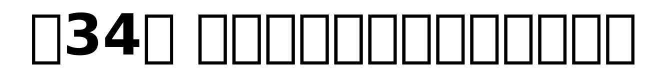
□□—□□

“□□□”

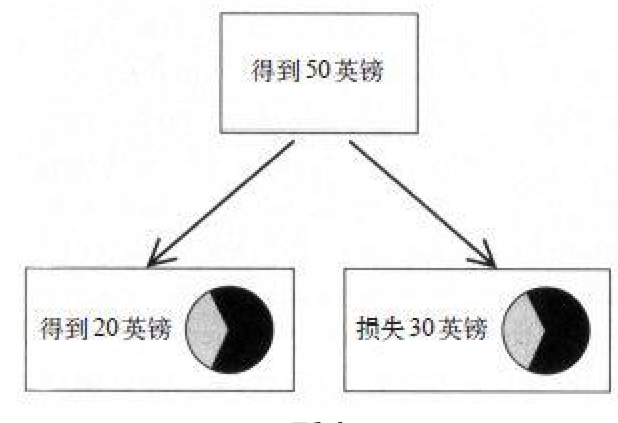
“□□”

“□□□□□□□□□□□□□□□□□□□□□□□□□□□□”

“□□□□□□□□□□□□□□□□□1□□□□□□□□□”







得到50英镑
得到20英镑
损失30英镑

[illegible]50[illegible]

[illegible]“[illegible]”[illegible]20[illegible]

[illegible]14[illegible]20[illegible]30[illegible]1[illegible]1[illegible]

[illegible]20[illegible]20[illegible]

[illegible]

1.[illegible]

·[illegible]

·[illegible]

2.[illegible]

[illegible]“[illegible]”[illegible]“[illegible]……”[illegible]“[illegible]”[illegible]

·[illegible]

[illegible]—[illegible]1[illegible]

·[illegible]1[illegible]

·[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]5[illegible]

[illegible]90%[illegible]

[illegible]10%[illegible]

[illegible]84%[illegible]50%[illegible]1[illegible]90%[illegible]10%[illegible]

“[illegible]—[illegible]”[illegible]“[illegible]—[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]2[illegible]“[illegible]”[illegible]2[illegible]

[illegible]

[illegible]“[illegible]“[illegible]

[illegible]600[illegible]

[illegible]A[illegible]200[illegible]

[illegible]B[illegible]1/3[illegible]600[illegible]2/3[illegible]

[illegible]A[illegible]

[illegible]

[illegible]A'[illegible]400[illegible]

[illegible]B'[illegible]1/3[illegible]2/3[illegible]600[illegible]

[illegible]A[illegible]A'[illegible]B[illegible]B'[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]1[illegible]

[illegible]“[illegible]200[illegible]400[illegible]“[illegible]1[illegible]20[illegible]30[illegible]2[illegible]

[illegible]·[illegible]Choice and Consequence[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]1[illegible]

[illegible]

[illegible]

[illegible]80[illegible]

[illegible]80[illegible]160[illegible]

[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]“[illegible]“[illegible]

[illegible]2008[illegible]·[illegible]Richard Larrick[illegible]·[illegible]Jack Soll[illegible]

[illegible]12[illegible]14[illegible]

[illegible]30[illegible]40[illegible]

[illegible]10[illegible]2[illegible]1/3[illegible]30[illegible]40[illegible]1/6[illegible]12[illegible]14[illegible]2[illegible]

[illegible]10 000[illegible]833[illegible]714[illegible]119[illegible]333[illegible]250[illegible]83[illegible]100[illegible]

[illegible]·[illegible]·[illegible]2013[illegible]“[illegible]”[illegible]5[illegible]

[illegible]2003[illegible]100%[illegible]12%[illegible]86%[illegible]4%[illegible]

[illegible]

[illegible]1[illegible]2[illegible]2+2=[illegible]13×37=[illegible]

[illegible]100%[illegible]4%[illegible]

[illegible]—[illegible]

[illegible]—[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

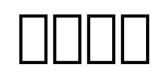
[illegible]—[illegible]

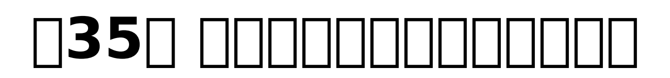
“[illegible]”

“[illegible]”

“[illegible]‘[illegible]’[illegible]”

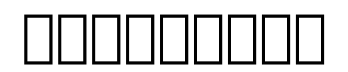
“[illegible]”





[illegible]“[illegible]”[illegible]·[illegible]Jeremy Bentham[illegible]An Introduction to the Principles of Morals and Legislation[illegible]“[illegible]‘[illegible]’[illegible]‘[illegible]’[illegible]”[illegible]“[illegible]”[illegible]experienced utility[illegible]

[illegible]100[illegible]“[illegible]”[illegible]wantability[illegible]“[illegible]”[illegible]decision utility[illegible]“[illegible]”[illegible]



[illegible] 20 [illegible] 18 [illegible] 6 [illegible] 4 [illegible]

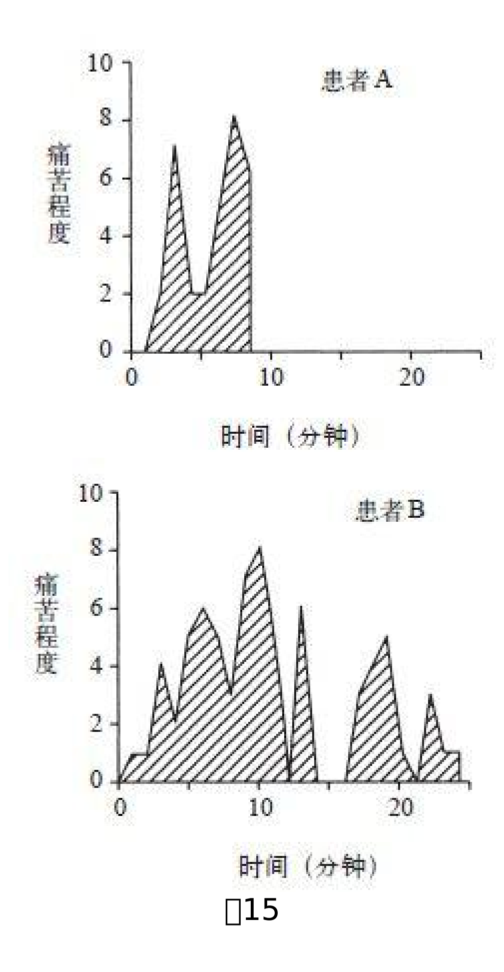
[illegible]

[illegible] 1/3 [illegible] 6 [illegible] 4 [illegible] 1/10 [illegible] 20 [illegible] 18 [illegible]

[illegible] “[illegible]” [illegible] “[illegible] 20 [illegible]” [illegible]·[illegible] Francis Edgeworth [illegible] 19 [illegible] “[illegible]” [illegible]

[illegible] “[illegible]” [illegible] 40 [illegible] 20 [illegible]

[illegible] 15 [illegible]·[illegible] Don Redelmeier [illegible] 20 [illegible] 90 [illegible] 60 [illegible] “[illegible]” [illegible] 10 [illegible] “[illegible]” [illegible] A [illegible] 8 [illegible] B [illegible] 24 [illegible] 154 [illegible] 4 [illegible] 69 [illegible]



[illegible]15

[illegible]B[illegible]B[illegible]A[illegible]B[illegible]“[illegible]”[illegible]A[illegible]B[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

·[illegible]peak-end rule[illegible][①][illegible]

·[illegible]duration neglect[illegible]

[illegible]A[illegible]B[illegible]8~10[illegible]A[illegible]7[illegible]B[illegible]1[illegible]A[illegible]

7.5[illegible]B[illegible]4.5[illegible]A[illegible]B[illegible]A[illegible]

[illegible]—[illegible]“[illegible]”[illegible]9[illegible]

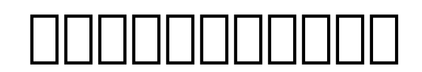
·[illegible]

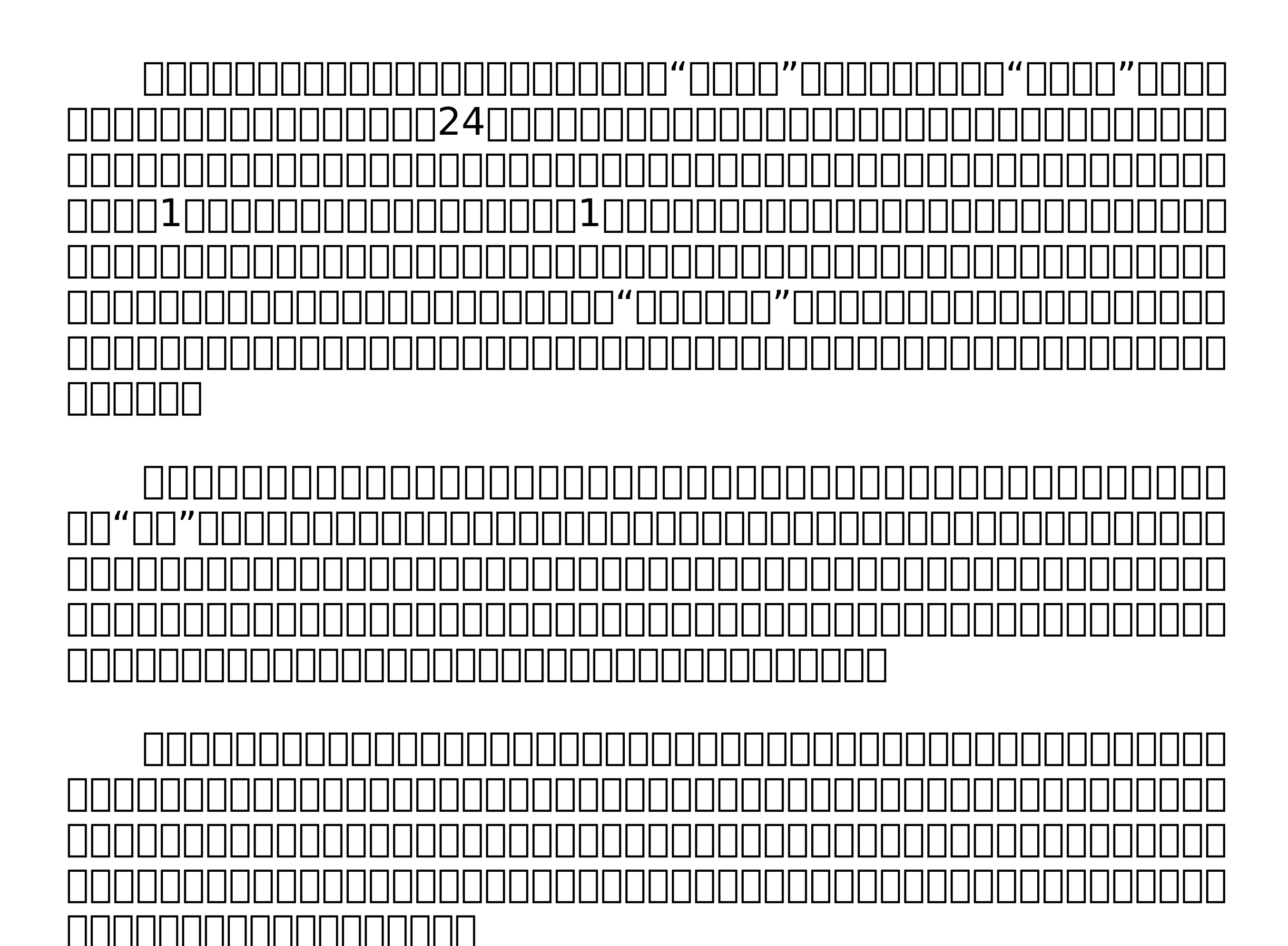
·[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]40[illegible]

[illegible]





[illegible]

[illegible]20[illegible]10[illegible]2[illegible]20[illegible]18[illegible]6[illegible]4[illegible]90[illegible]60[illegible]18[illegible]20[illegible]6[illegible]4[illegible]

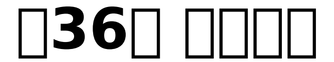
[illegible]“[illegible]”[illegible]1[illegible]

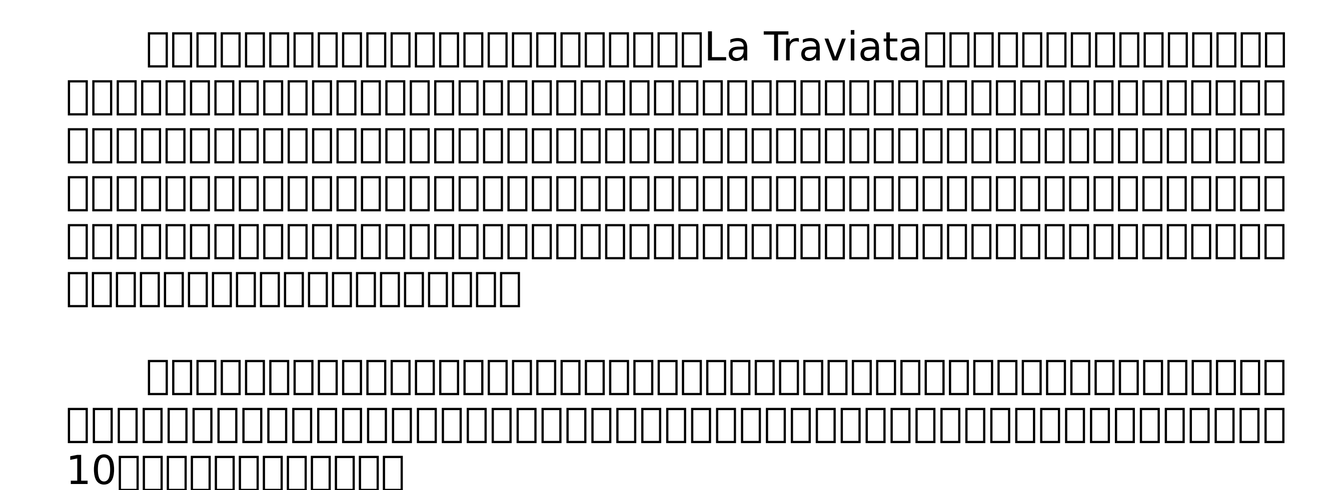
[illegible]—[illegible]

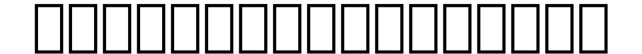
“[illegible]”

“[illegible]10[illegible]”

①[illegible]——[illegible]





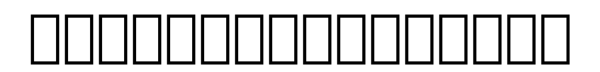


[illegible]“[illegible]”[illegible]5[illegible]“[illegible]”[illegible]

[illegible]5[illegible]5[illegible]5[illegible]

[illegible]

[illegible]24[illegible]6[illegible]6[illegible]3[illegible]24[illegible]6[illegible]6[illegible]4[illegible]



[illegible]“[illegible]”[illegible]

[illegible]—[illegible]

“[illegible]”

“[illegible]”

“[illegible]”

“[illegible]”

[illegible]37[illegible]

15[illegible]

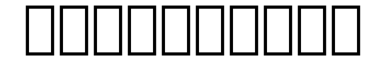
[illegible]

[illegible]“[illegible]3[illegible]”[illegible]

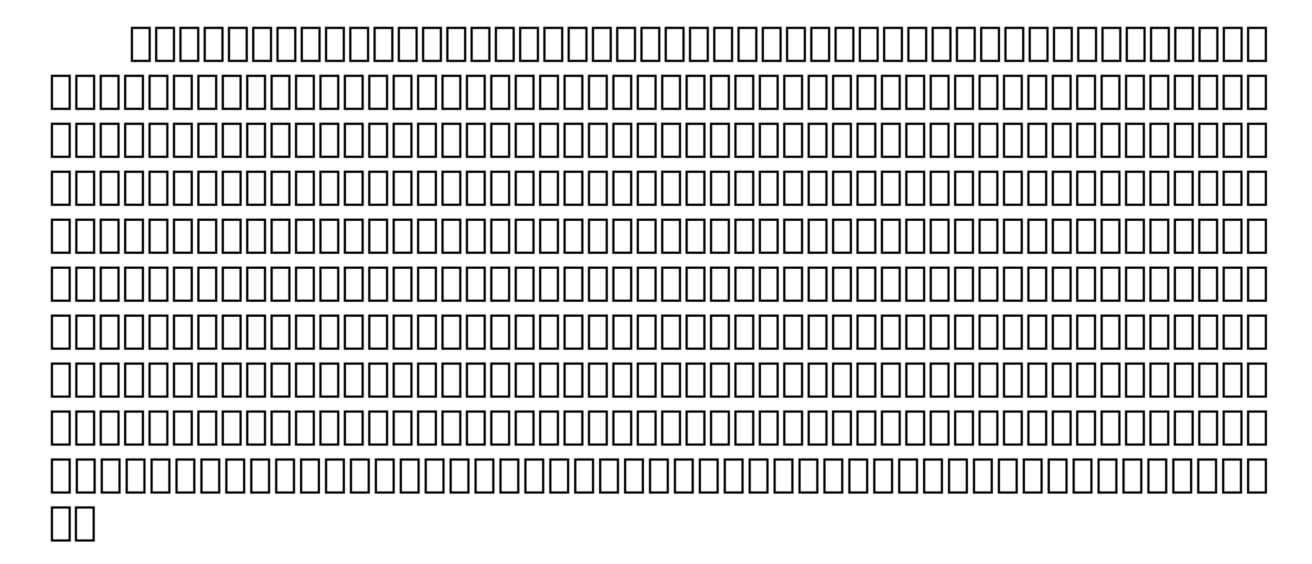
[illegible]

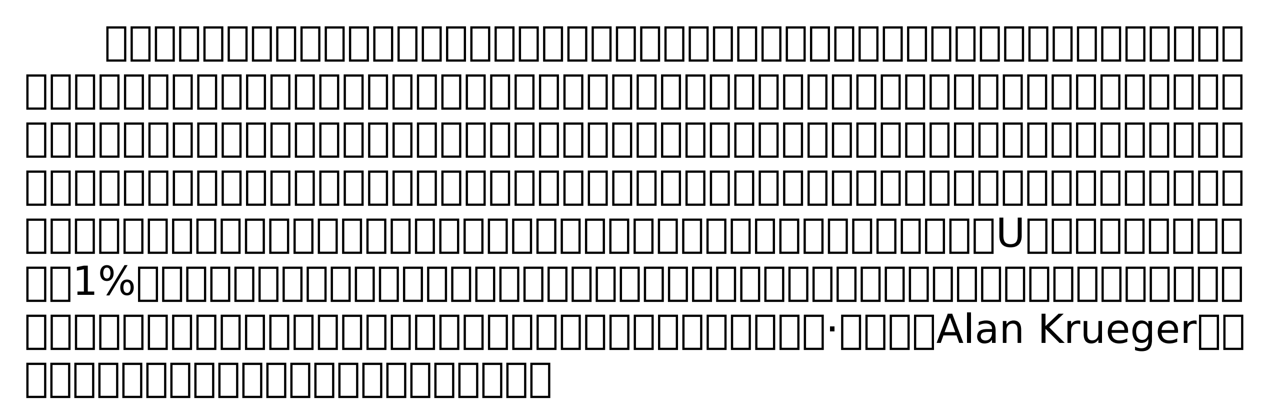
[illegible]

[illegible]









[illegible]

[illegible]150[illegible]

[illegible]

·[illegible]

·[illegible]

[illegible]

[illegible]10[illegible]

[illegible]—[illegible]

[illegible]45[illegible]1000[illegible]

[illegible]2/3[illegible]19%[illegible]38%[illegible]10%[illegible]38%[illegible]70%[illegible]

[illegible]

[illegible]7.5[illegible]

[illegible]

[illegible]—[illegible]

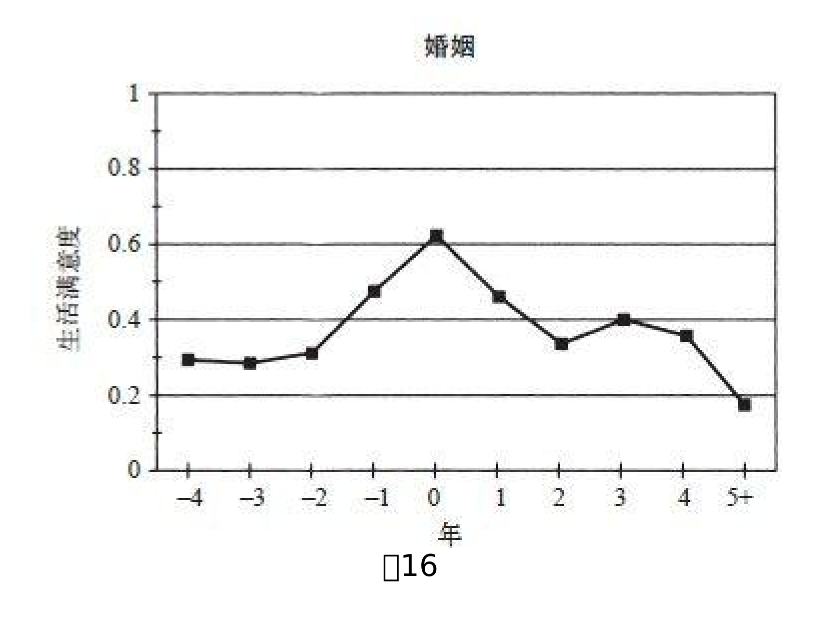
“[illegible]U[illegible]”

“[illegible]”

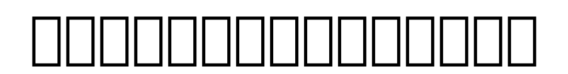
“[illegible]”

□38□ □□□□

□□□□□□□□□□□□□·□□□□□□·□□□□□□□·□□16□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□



□16



[illegible]16[illegible]

[illegible]16[illegible]

[illegible]

[illegible]

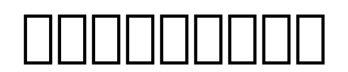
[illegible]1995~1997[illegible]12000[illegible]1976[illegible]“[illegible]”[illegible]“[illegible]”[illegible]“[illegible]”[illegible]4[illegible]20[illegible]1995[illegible]

[illegible]19[illegible]597[illegible]14 000[illegible]1995[illegible]

[illegible]12 000[illegible]

[illegible]18[illegible]20[illegible]5[illegible]5[illegible]0.57[illegible]0.12[illegible]—[illegible]20[illegible]“[illegible]”[illegible]

[illegible]



[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

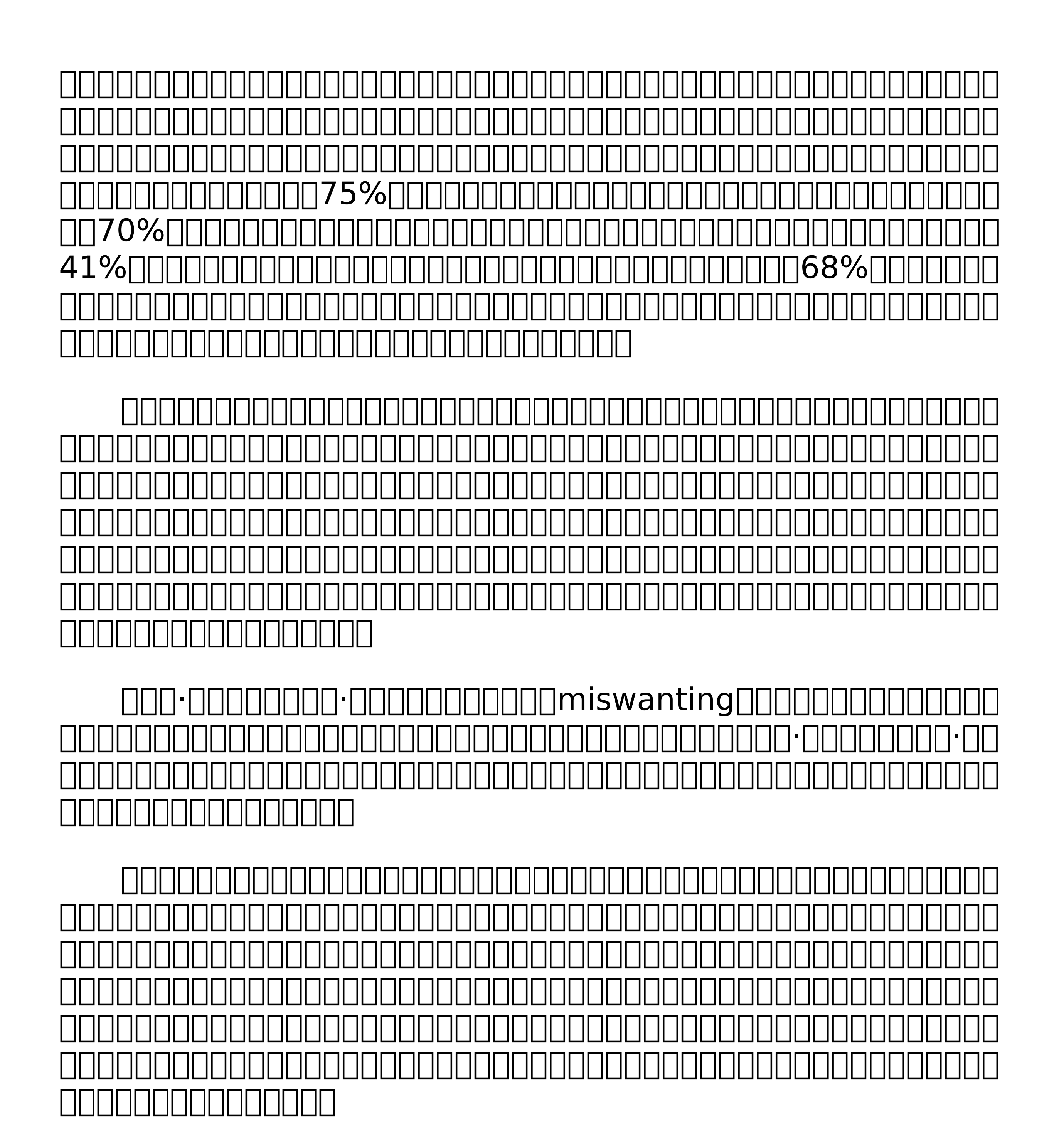
[illegible]10[illegible]

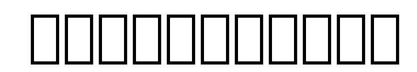
[illegible]

[illegible]

[illegible]

[illegible]·[illegible]Beruria Cohn[illegible]

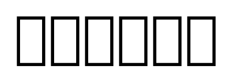


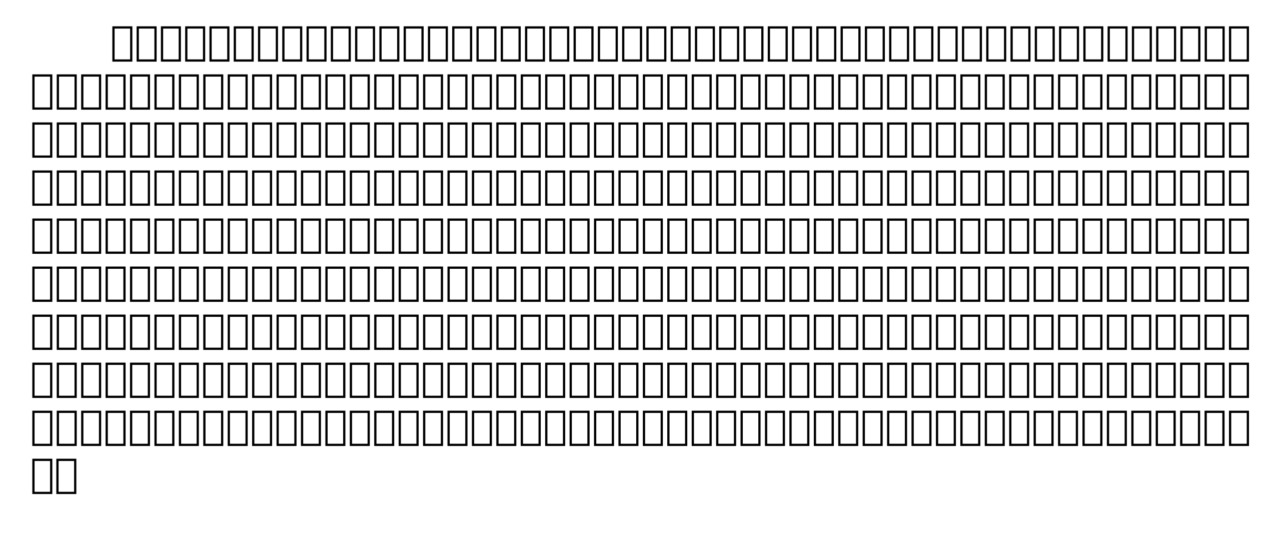


[illegible]

[illegible]1[illegible]2[illegible]2[illegible]1[illegible]







[illegible]2003[illegible]foregone gains[illegible]2[illegible]

[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]2010[illegible]“[illegible]”[illegible]“[illegible]”[illegible]

[illegible]USDA[illegible]“90%[illegible]”[illegible]“10%[illegible]”[illegible]“[illegible]”[illegible]



[illegible]“[illegible]”[illegible]

[illegible]1[illegible]1[illegible]2[illegible]2[illegible]1[illegible]1[illegible]“[illegible]”[illegible]1[illegible]

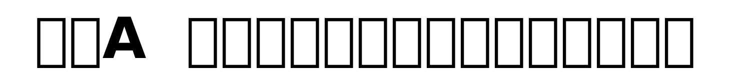
[illegible]1[illegible]“[illegible]……”[illegible]“[illegible]……”[illegible]

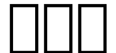
[illegible]1[illegible]2[illegible]–[illegible]

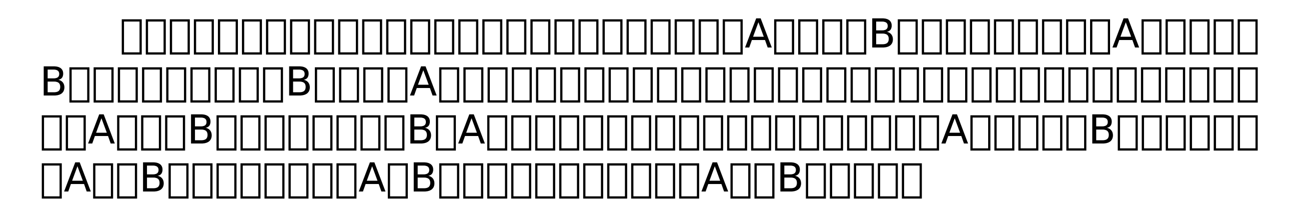
[illegible]“[illegible]”[illegible]

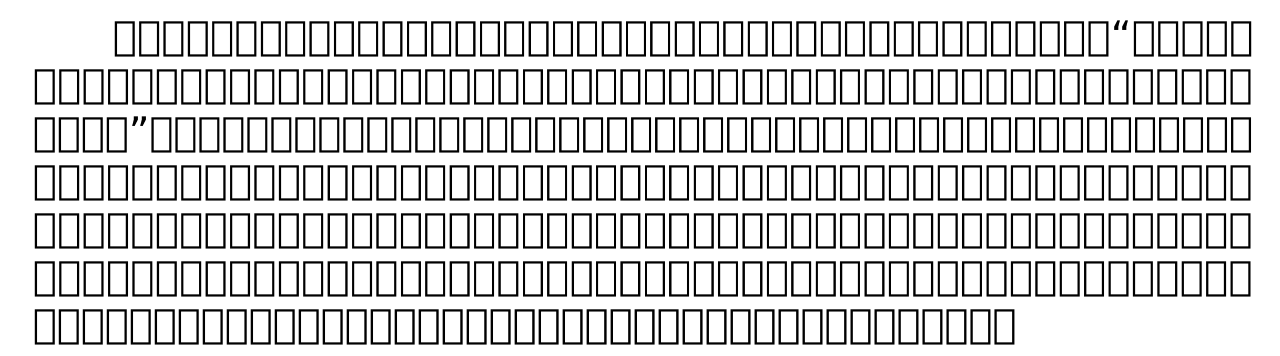
[illegible]“[illegible]”“[illegible]”[illegible]“[illegible]”[illegible]

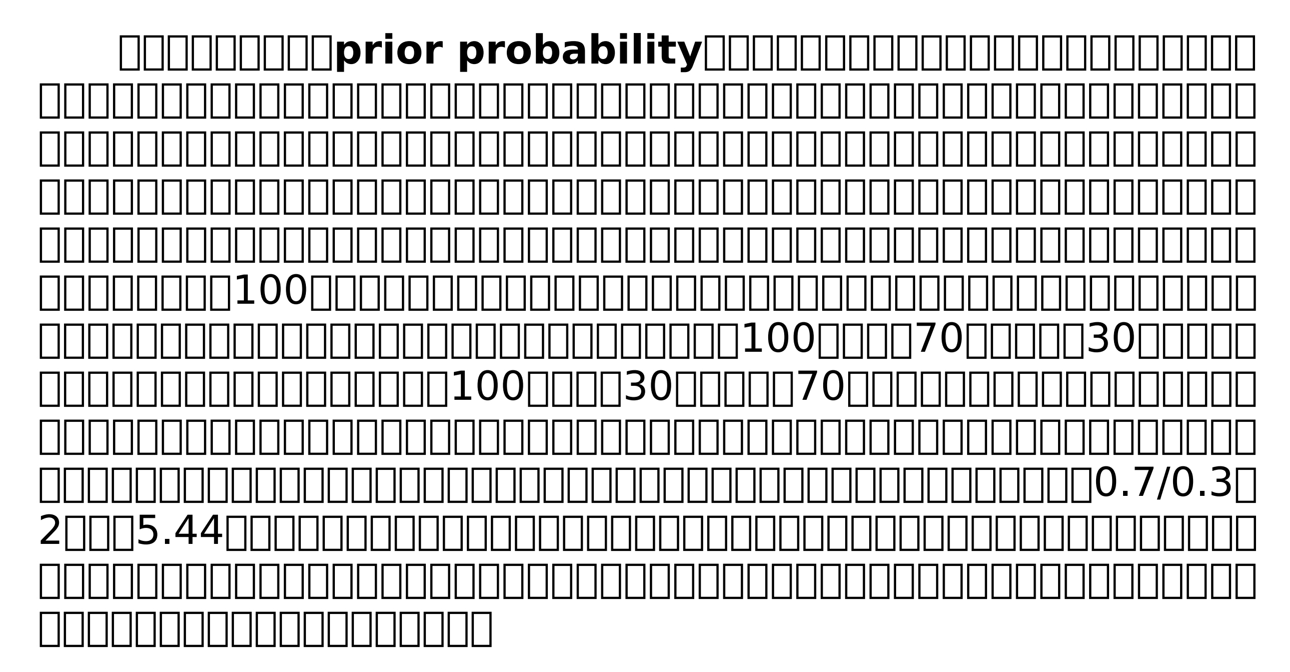
[illegible]











30

0.5 0.7 0.3

10 6 6 1000 100 10

45 15 50% 50% 50%

60%

21

21

5% 53

60% 60% 50%

[illegible]

[illegible]

[illegible]2/3[illegible]1/3[illegible]5[illegible]4[illegible]1[illegible]20[illegible]12[illegible]8[illegible]2/3[illegible]1/3[illegible]

[illegible]4:1[illegible]8:1[illegible]12:8[illegible]16:1[illegible]“[illegible]”[illegible]

[illegible]—[illegible]—[illegible]—[illegible]—[illegible]—[illegible]—[illegible]—[illegible]—[illegible]—[illegible]—[illegible]—[illegible]“[illegible]”[illegible]

[illegible]“[illegible]”[illegible]

[illegible]

[illegible]

[illegible]

[illegible]5[illegible]5[illegible]5[illegible]

[illegible]

[illegible]A[illegible]C[illegible]

[illegible]10[illegible]10[illegible]X[illegible]Y[illegible]X[illegible]X[illegible]K[illegible]Y[illegible]Y[illegible]

[illegible]K[illegible]100[illegible]

[illegible]

[illegible]

[illegible]



[illegible]252[illegible]K[illegible]10 – k[illegible]
K[illegible]10 – k[illegible]

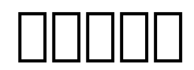
[illegible]K[illegible]8[illegible]70[illegible]8[illegible]20[illegible]45[illegible]

[illegible]

[illegible]L. J.[illegible]J.P.[illegible]illusory correlation[illegible]“[illegible]”[illegible]

[illegible]

[illegible]



[illegible]

[illegible] 0~100 [illegible] 10 [illegible] 25 [illegible] 65 [illegible] 45 [illegible] 10 [illegible] 65 [illegible]

[illegible] 5 [illegible]

8×7×6×5×4×3×2×1

[illegible]

1×2×3×4×5×6×7×8

[illegible] 512 [illegible] 2 250 [illegible] 40 320 [illegible]

[illegible] 1 [illegible] 2 [illegible] 90% [illegible] 10% [illegible] 7 [illegible] 3 [illegible] 10% [illegible] 90% [illegible] 7 [illegible] 0.50 [illegible] 0.48 [illegible]

0.52[illegible]

[illegible]

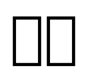
[illegible]X90[illegible]0.90[illegible]X90[illegible]9 :1[illegible]

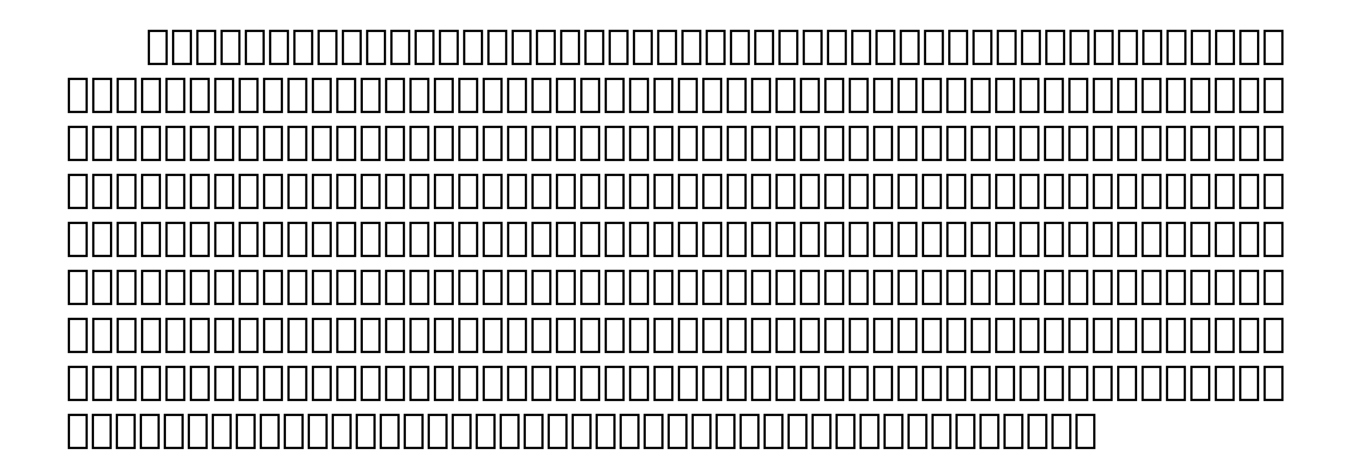
[illegible]II%[illegible]XII[illegible]1%[illegible]X01[illegible]X99[illegible]98%[illegible]X01[illegible]X99[illegible]

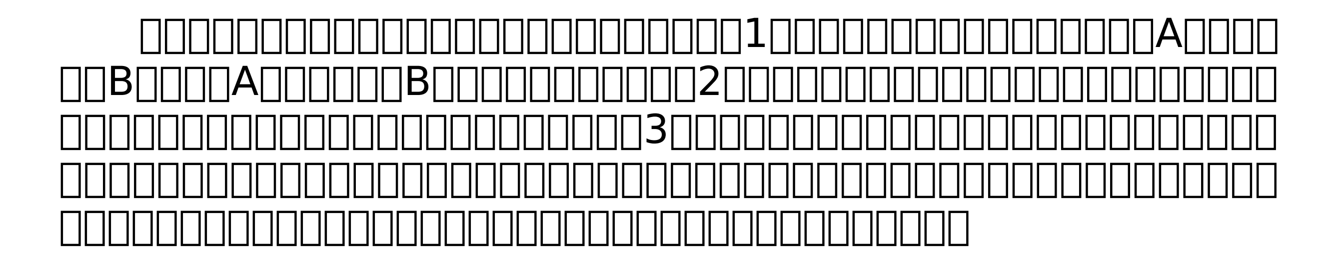
[illegible]30%[illegible]X01[illegible]X99[illegible]

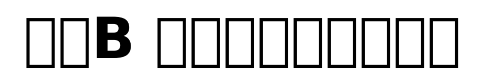
[illegible]X90[illegible]X90[illegible]X10



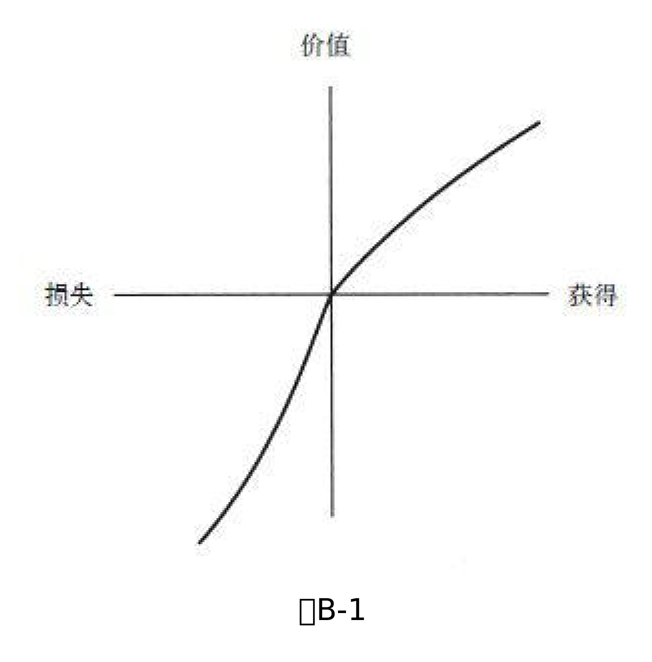








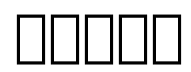




[illegible]B-1

[illegible]

[illegible]A[illegible]B[illegible]A[illegible]B[illegible]A[illegible]B[illegible]



N

1 N=152 600

A 200 72%

B 1/3 600 2/3 28%

1 600

200 1/3 600

2 N=155

C 400 22%

D 1/3 2/3 600 78%

2 C D 1 A B 2

D

400

□□□□□□□□□□□□□□“□□□□”□□□□□□□□□□“□□□□”□□□□□□□
□□
□□□□□□□□□

□□□□□□□□□□□□□□□□□

□□3□N=86□□□□□□□□□□□

E□25%□□□□240□□75%□□□□760□□□0□

F□25%□□□□250□□75%□□□□750□□□100%□

□□□□F□E□□□□□□□□□□□□□□□□□□□

□□4□N=150□□□□□□□□□□□□□□□□□

□□□□□□□□□□□□□□□□□

□□1□□□□□□□□

A.□□□□240□□□84%□

B. 25%□□□□1000□□75%□□□□□□□□□16%□

□□2□□□□□□□□

C.□□□□750□□□13%□

D. 75%□□□□1 000□□25%□□□□□□□□□87%□

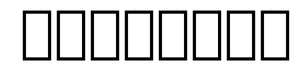
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□□□□□□□□□73%□□□□□A□D□□□3%□□□□□□
B□C□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□□
□□

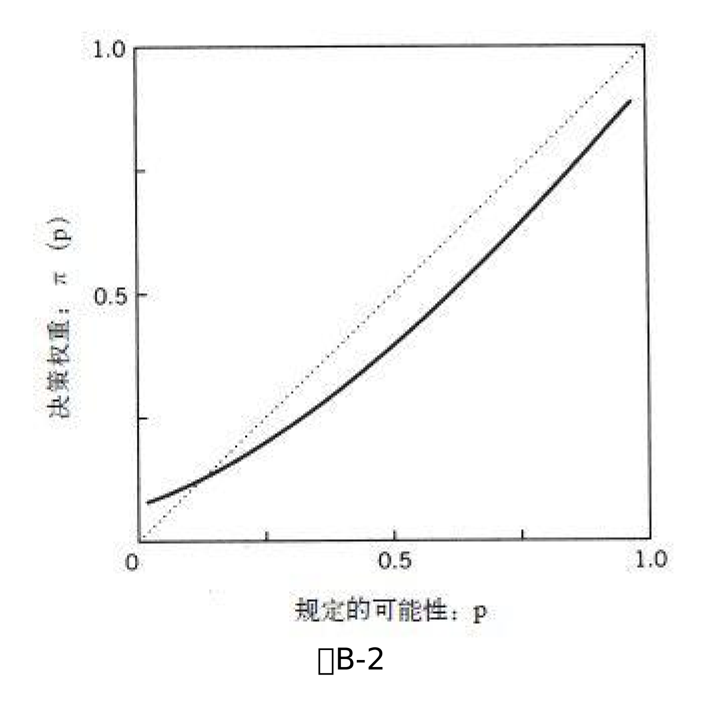
□□□□□□□□4□□□□□□□□□□□B□C□□□□□□A□D□□□□□□□
□□A□D□□□□□□□□□□□□□□□□□□□□□A□□□D□□□□□□25%□
□□□240□□75%□□□□760□□□□□□□□□3□□□E□□□□750□□

[illegible]C[illegible]B[illegible]25%[illegible]250[illegible]75%[illegible]750[illegible]3[illegible]F[illegible]S[illegible]

[illegible]4[illegible]1[illegible]2[illegible]

[illegible]





B-2

5 N=85 75%
25%

A. 30 74%

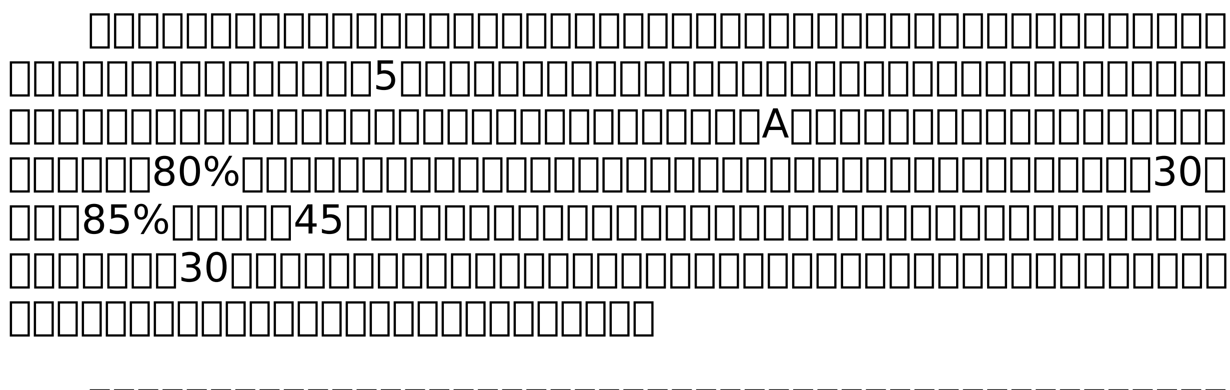
B.80% 45 26%

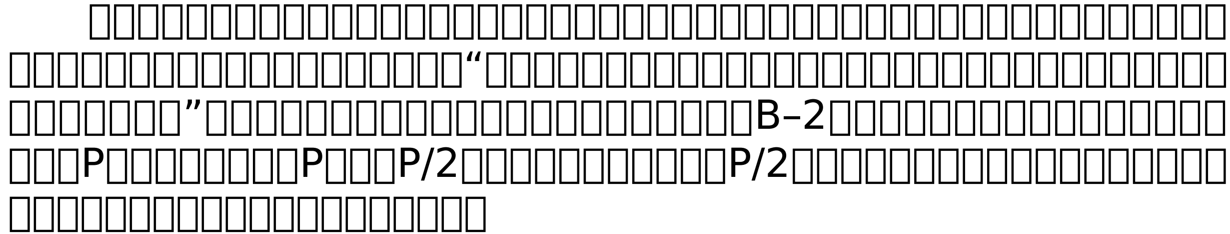
6 N=81

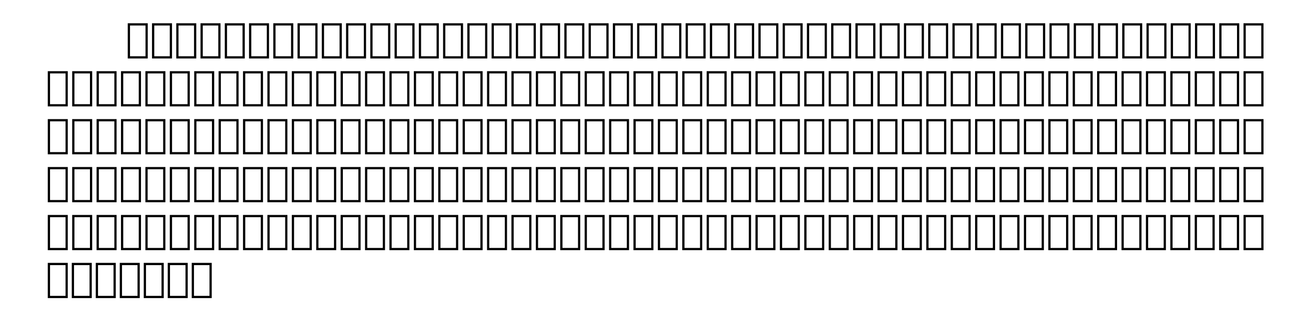
C.25% 30 42%

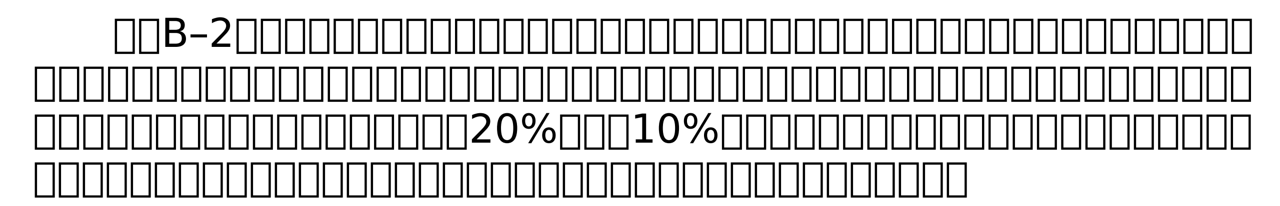
D.20% 45 58%

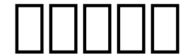
5 25% A 25% 30 B
80% 0.25×0.80 = 0.20 45 5 6
5
6

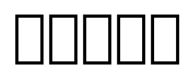












[illegible]50[illegible]5[illegible]150[illegible]15[illegible]

[illegible]

[illegible]

[illegible]8[illegible]N=200[illegible]10[illegible]

[illegible]10[illegible]

[illegible]46%[illegible]

[illegible]54%[illegible]

[illegible]9[illegible]N=183[illegible]10[illegible]

[illegible]10[illegible]

[illegible]10[illegible]

[illegible]88%[illegible]

[illegible]12%[illegible]

[illegible]10[illegible]10[illegible]

[illegible]

[illegible] 15 [illegible] 5 [illegible] 5 [illegible] 10 [illegible] 200 [illegible] 10 [illegible] 15 [illegible] 5 [illegible]



□□□25%□□□□□200□□□□□□□□□□□□□□□□□□□□□□□□□□□80%□□□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□35%□□□□□□□50□□□25%□□□□
□200□□
□□
□□□□□□□□□□□□□□□□□□□□

□□□□□□□□□□□□□□□□□□□□□□□□□□□□□

□□10□□□□□□□□10%□□□□□95□□□90%□□□□□5□□□□□□

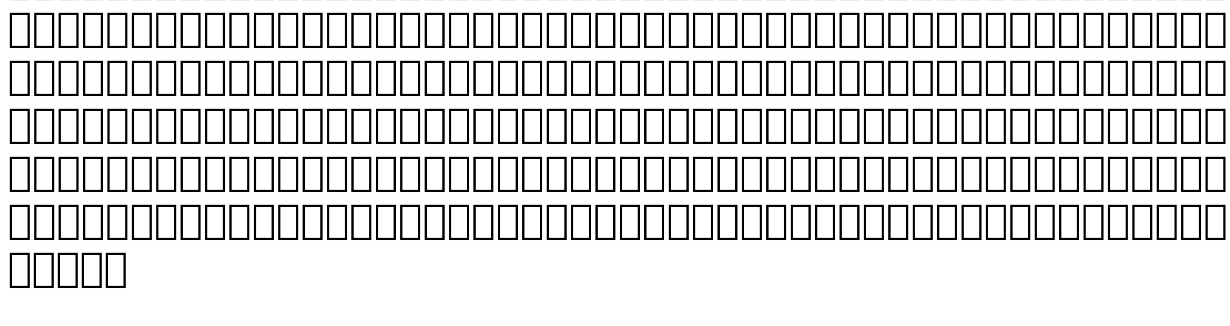
□□11□□□□□□10%□□□□□100□□□90%□□□□□□□□□□□□□□5□□□
□□□□□□□

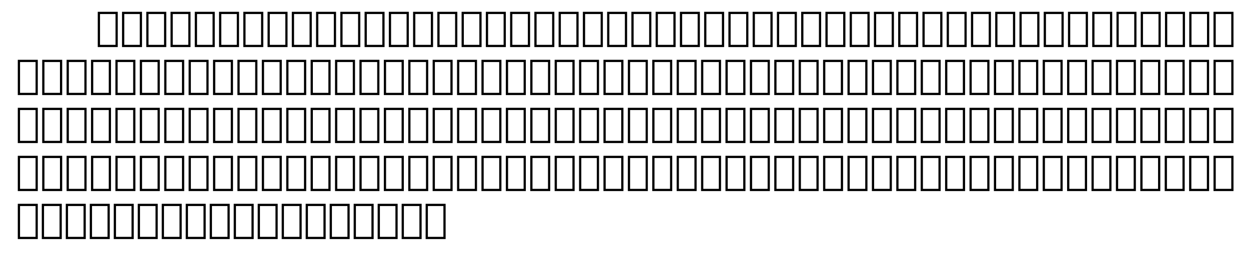
□132□□□
□□□□□□□□□□□□□□□□□□□□□□□□□□□□□55□□□□□□□□□□□□□□42□□□
□□□□10□□□□□□□□□□□□□10□□□□□□□□□11□□□□□□□□□□□□□□□□□□
□□□□□□□□□□□—□□□□□□□□□□□□□□□□5□□□□□□□□□5□□□□□□□□□□□
□□□□□□□□□□□□□

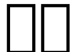
□□□
□□□□□□□□□—□□□□□dead-loss effect□□□□□□□□□□□□□□□□□□□□□
□□
□□
□□
□□□□

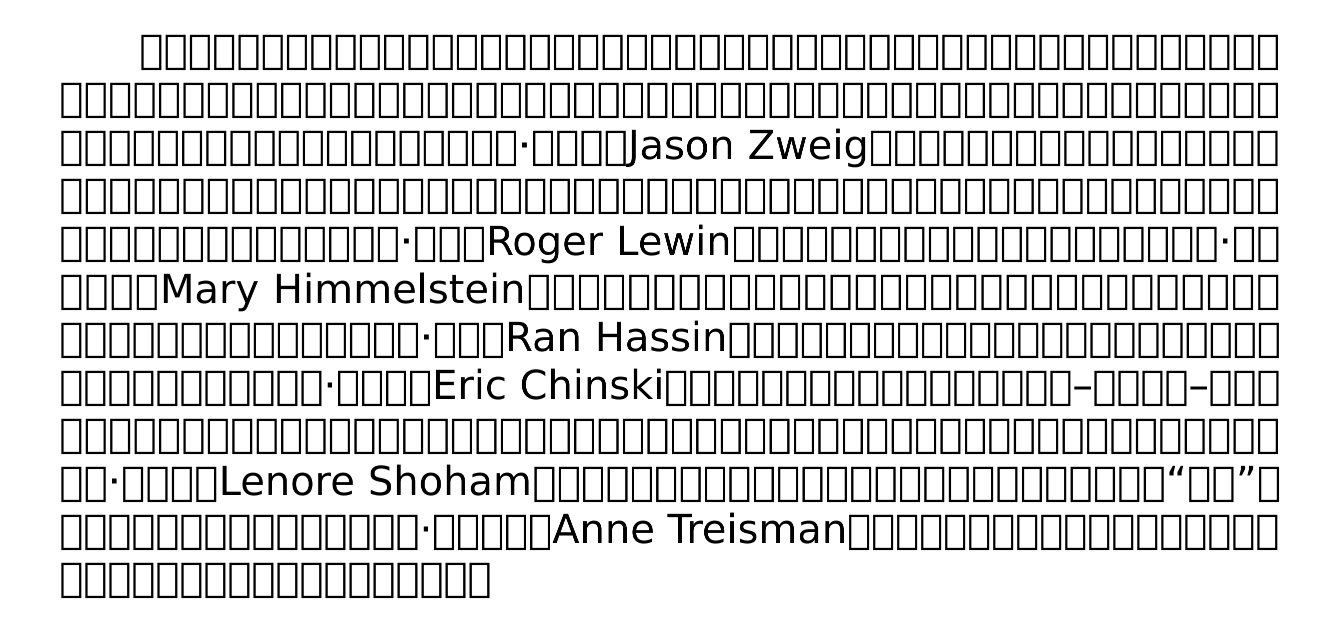












[illegible]·[illegible]Jason Zweig[illegible]

[illegible]·[illegible]Roger Lewin[illegible]·[illegible]Mary Himmelstein[illegible]

[illegible]·[illegible]Ran Hassin[illegible]

[illegible]·[illegible]Eric Chinski[illegible]–[illegible]–[illegible]

[illegible]·[illegible]Lenore Shoham[illegible]“[illegible]”[illegible]

[illegible]·[illegible]Anne Treisman[illegible]